OCTOBER 8, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Sarah Smith, Hennessey
1036 Woodward Bldg.,
Washington, D.C. 5 544

ANOTHER REASON WHY
IOWA PREFERS WHO

Meet Jack Shelley— WHO's Second War Correspondent!

When Jack Shelley left Des Moines in October, 1944, accredited from WHO to the U. S. 1st and 9th Armies in Europe, he little thought that during most of his trip he would be the only correspondent representing an independent station on the Western Front—nor that he would be able to see and report the Germans' last offensive in World War II.

Both things happened. During most of the period to February, 1945, Jack and WHO had a notable "exclusive" in Germany; and that included the Battle of the Bulge, too! And several times every week, Jack short-waved his story to WHO, where it was re-broadcast to the intensely-interested Midwest . . . interviews with boys from Iowa Plus . . . up-to-the-instant war news . . . messages of courage and cheer from an old friend whose very voice brought strength and re-assurance.

When Jack Shelley returned from Europe, he was asked and accepted invitations to speak before audiences totaling more than 45,000 people in three months before his departure for the Pacific, where he was accredited to Admiral Nimitz's headquarters on Guam.

Unusual service for an independent station to give? Yes!—but perfectly in line with WHO's whole philosophy of service, and *another reason why Iowa prefers WHO!*

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

Albert L. Warner now directs the WOL News Bureau — probably the largest news staff ever assembled by a radio station for the preparation of a single news program . . .

"THE VOICE OF WASHINGTON"

Presented by

GENERAL ELECTRIC

Twice Daily

Familiar to Millions

Albert L. Warner, familiar to millions as the "Voice of the Army" on the Army Hour every Sunday afternoon since Pearl Harbor, heads up the entire news staff for General Electric's twelve-time-a-week newscast over Washington's leading news station.

Tell Your Sales News Where Washington Listens for ALL News

Basic Mutual

A Cowles Station

WOL

Represented Nationally by The Katz Agency, Inc.

A Perfect PUNCH!

Your sales message gets a straight-from-the-shoulder punch in a spot where it can do the most good when you buy WSIX! Here's why WSIX is the "winner and still champ" in this rich middle-Tennessee area: (1) The best daytime Hooperating of any Nashville station. (2) Top shows of both AMERICAN and Mutual Networks. (3) A very low unit cost for excellent coverage. In this PERMANENT market over a million potential buyers await your "Sunday Punch".

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN

MUTUAL

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5000 WATTS

980 KILOCYCLES

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

ARE NEW broadcasting studios going into White House Executive offices? That prospect popped up last week after meeting of representatives of nationwide networks with J. Leonard Reinsch, Presidential radio adviser, at White House. Plans have been under way for new White House addition and theater studio for Presidential broadcasts and large meetings wouldn't be out of line. Practically all new Government buildings will have them. Present White House facilities are improvised and inadequate.

FCC, WHICH for 11 years has been tenant of Post Office Dept., is seeking building of its own in new postwar Government housing program in Washington. Chairman Paul A. Porter spearheads move to give FCC adequate elbow room in a communications building. Government has $200,000,000 building project before Congress. Will that building have radio studio too?

FORMER SEN. C. C. Dill, co-author of the Radio Act of 1927, may get a Federal judgeship in West. Vacancy on the Federal bench created by resignation of Secretary of Labor Schwellenbach might fall his lot.

FIRST GLIMPSE of modern television and other visual transmission pertaining to news witnessed last Friday by board of directors of AP and Press Assn., Inc., radio subsidiary. RCA-NBC put on private demonstration so they could see what's ahead in visual news and intelligence transmission. M. H. Aylesworth, NBC's first president, is counsellor to news association.

COL. KEN DYKE, on leave from NBC where he was director of advertising and promotion, is expected back soon from Pacific Area, where he has been chief, Information & Education Section. He'll probably get a top job not necessarily in his old field.

SENATE Committee on Manufactures giving ear to complaints from radio parts and set makers that OPA not only has held up reconversion (depriving public of much-needed sets) but is engaging is "gestapo" tactics in attempts to pry into business affairs. Reliable reports are that when OPA finally announces price factors this week they'll be double interim factors which manufacturers protested.

WILLIAM GAILMOR, provocative commentator on WJZ New York, American key, won't be renewed when contract expires in November. Electronic Corp. of America has sponsored him several years.

J. LEONARD REINSCH, radio advisor to President Truman and managing director of Cox stations, plans to go into radio on his own. Along with Frank H. McIntosh, Washington consulting radio engineer and former chief, Radio & Radar Branch, WPB, he is filing for 5,000 w fulltime regional on 630 kc in Cincinnati. Queen City Broadcasting Co. will be ap-

(*Continued on page 86*)

Upcoming

Oct. 10-11: RMA-Canadian RMA joint meeting, Westchester Country Club, Rye, N. Y.

Oct. 11: FCC hearing on rules and standards for commercial TV, National Museum, 10th & Constitution Ave., 10:30 a.m.

Oct. 11-12: NAB Program Managers Exec. Com., Statler Hotel, Washington.

Oct. 15: FCC hearing on objections to FM assignments in New York metropolitan district.

Oct. 20: FMBI Board, Ambassador East Hotel, Chicago.

Oct. 22: NAB Small Markets Stations Committee, Statler Hotel, Washington.

Nov. 4-10: National Radio Week.

Bulletins

WOR New York has become a subscriber to Broadcast Measurement Bureau, bringing total number of BMB stations to 551.

J. KELLY SMITH, since 1936 general sales manager of Radio Sales, representing CBS owned and operated stations, has been appointed director of station relations for CBS, effective Nov. 1. He succeeds Howard Lane, who resigned to join Field Enterprises as general manager of the Radio Division [BROADCASTING, July 30].

NEGOTIATIONS between Lewis-Howe Co., and American network for the former's sponsorship of the weekly *True Detective* series are expected to result in contract within the next week.

PETRILLO was expected to pull the *Prudential Family Hour*, an all-musical show, on CBS, Sunday evening. (See story on page 17.)

AMP PACTS EXTENDED

ASSOCIATED Music Publishers has extended the music licensing agreements with WWRL WTRC WSBA WRVA WQXR WPTF WOL WMT WJBK WIOD WIBC WCBM WBNX WAYS WAGE KWLK KWK KOMA KFI KDLR KCKN KABR.

Business Briefly

D&H ON NBC ● Hudson Coal Co., Scranton, Pa., Oct. 14 starts *D&H Miners* on 9 NBC stations in New York and New England, Sun., 9:45-10 a.m. Agency, Clements Co., Philadelphia.

DAIRY RENEWAL ● American Dairy Assn., Chicago, on Oct. 28 renews *Voice of the Dairy Farmer* on NBC Sun. 1-1:15 p.m. Agency, Campbell-Mithun, Chicago.

WHITE ROSE TEA IN N. Y. ● Seeman Bros., New York (White Rose Tea), Oct. 8 started station breaks on following New York stations: WJZ WOR WNEW WMCA WQXR and WAAT Newark. Agency, J. D. Tarcher Inc., New York.

PERFUME SERIES ● Renoir Parfums, New York (Chichi and My Alibi perfumes), Sept. 25 started quarter-hour evening program, *Salon de Musique*, Tues., Thurs. on WQXR New York, 9:15-9:30 p.m. Company sponsored noon *Luncheon Concert* on WQXR for past year, and has newscasts daily on WLS Chicago, Mon. through Fri., 2:30-2:45 p.m. Agency, Abbott Kimball Co., New York.

PIC SPOTS ● Street & Smith Publications New York (*Pic* magazine), on Oct. 22 starts transcribed announcement campaign featuring Don Dunphy, sportscaster, in about 20 major markets. Contract for two weeks will be placed through National Radio Clearing House, New York.

SPOTS IN N. Y. ● Weber & Heilbroner, New York (haberdashery chain), Oct. 1 started one-minute announcements daily on WAAT Newark, WMCA New York and WQXR New York. Agency, H. C. Morris & Co., Inc., New York.

LT. JACK HOWARD CITED BY HALSEY

LT. JACK R. HOWARD, USNR, has been cited by Adm. W. F. Halsey for his work as intelligence officer preceding and during the American occupation of the Yokosuka naval station.

Lt. Howard served as liaison between the commander of the American naval shore forces and the Imperial Japanese naval authorities in charge of the station. Lt. Howard is on leave as president of Scripps-Howard radio.

Net Newsmen on Second Globe Flight

A SECOND round-world flight following course of *Globester* will have top newsmen representing major networks. Broadcasts are scheduled from five separate points, with wire recorder facilities aboard for delayed transmissions.

Flight tentatively set to begin Oct. 19 from Washington, consuming two or three weeks depending on wind and weather. *Globester* world-girdling flight, which wound up last Thursday night, took about a week. Longer stops are contemplated by the radio plane en route.

Network assignments are: Ted Malone, American; Bob Trout, CBS; Dave Driscoll, Mutual and (tentatively) Robert McCormick, NBC. Itinerary: Bermuda; Santa Maria, Azores; Casablanca (X); Tripoli; Cairo (X); Abadon, Persia; Karachi; Calcutta; Luliang; Manila (X); Marianas (X); Kwajalien; Johnson Islands; Honolulu (X); San Francisco; St. Joseph, Mo.; Washington, D. C. (X denotes broadcasting facilities.)

Army engineer will be aboard to handle wire recorder. Flight, though not officially named, is scheduled as "Second Round-the-World Flight" at Air Transport Command headquarters.

Hon. Lyman Bryson
Columbia Broadcasting System
New York, N. Y.

Dear Lyman,

More work for me! Another office to clean everynight, another desk to dust! See the feller whose picture's on this letter.... the good looking one, I mean—that's Harry Brawley a new man here at WCHS in Charleston, W. Va. Who'm I? Why, I'm the guy leanin' on the broom—I'm the guy who has more work to do now. You see, the boss figured there was a whale of a big job to be done here in Education in Radio. Of course, we've carried the American School of the Air show for years—had student discussions, special demonstrations—all the usual thing. But the campaign we're putting on this year beats all! First—we've got Harry Brawley.... used to be a school principal himself—knows how to talk the educators language; then—we promote the show like a million dollar commercial strip....billboards, bus cards, newspapers, spots—the works! And to top it off—actual cash prizes in a big contest for rural, elementary and secondary schools.

We haven't forgotten adult education either. There's a plan brewing for a "Report to the Community" program. This'll deal with public health, public utilities, educational institutions, government activities, welfare—all community problems.

I don't know why I keep saying "we"....except it does mean more work for me, too. This Brawley feller will be having meetings all over the place with his Citizens Advisory committee, I suppose. Oh well, I guess I shouldn't kick. What's a little more sweeping to me when the station's offering real public service to the community!

Yrs.,

Algy

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

No. 5...Pleasure Craft America's Second Center of Boating

These Government Locks in Seattle are the second largest in the world.

In the Puget Sound area over 27,000 small power craft are registered . . . plus several thousand unlicensed sailboats. Most of these are pleasure craft! This great fleet has grown up here, not only because of the magnificent natural facilities of the region, but because of the large number of families with better-than-average incomes . . . a preferred market of people enjoying the better things of life in economic stability.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Rufus Crater, Norma Pugliese, Adele Porter, Molly Jackson.

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CIRCULATION
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Dorothy Young, Herbert Hadley, Leslie Helm

NEW YORK BUREAU
250 Park Ave. *PLaza 5-8355*
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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU
360 N. Michigan Ave. *CENtral 4115*
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
1509 North Vine St. *GLadstone 7353*
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager.*

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SUBSCRIPTION PRICE $5.00 PER YEAR 15c PER COPY

WHEN YOU THINK OF

YOU THINK OF WFIL

To Americans everywhere, Philadelphia is the home of such solid symbols of freedom as the Liberty Bell, Independence Hall, the Betsy Ross House and other great landmarks of liberty.

To the people of Philadelphia, there is a living symbol of the first of the Four Freedoms today—Freedom of Speech. It is radio. Radio that is more than just good entertainment. Radio that has the interest of the public at heart—that is friendly and neighborly. Radio that works side by side with its townspeople—alert to their community problems—eager to air both sides of controversies—and striving to forge a better and brighter tomorrow by the public service it performs today.

All these add up to an active interpretation of radio's role in keeping the public informed and protecting their "inalienable right to freedom of speech."

And that is the kind of spirited translation you will find at WFIL in Philadelphia—where a "public service personality" pays off for advertisers in listener response at probably the lowest cost of any local network-affiliated station.

So when people think of Philadelphia's landmarks of liberty—they also think of WFIL as the progressive station with the public service personality.

Good reason to check now with WFIL or the Katz Agency for greater radio results tomorrow in the nation's third largest market.

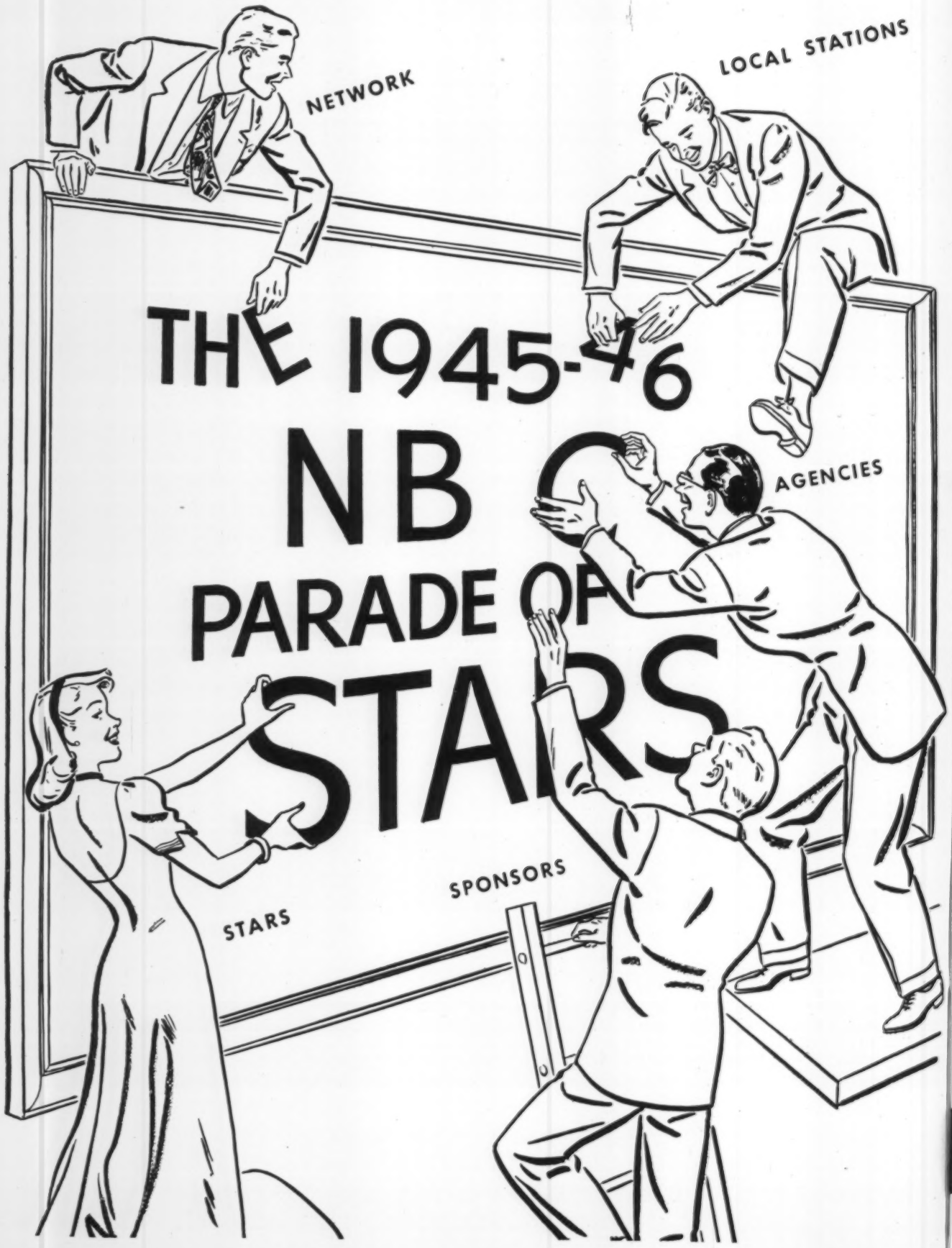
WFIL 560 KC

PHILADELPHIA

In Philadelphia **WFIL** *means* **PROGRESS** *and* **PUBLIC SERVICE**

Represented Nationally by THE KATZ AGENCY

A NEW APPROACH TO...



THE 1945-46 NBC PARADE OF STARS

STATION EXPLOITATION

• From coast to coast . . . impact of the 1945-46 Parade of Stars is as unlimited as the skill and ingenuity of NBC independent affiliated station staffs. Displays, stunts and local promotion are driving the story home everywhere.

Now, for the first time, radio's greatest year-round promotion drive, the 1945-46 NBC Parade of Stars campaign, was *jointly planned* right down the line, in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies and (4) radio stars.

Result: A potent attention-getting program calling for thousands of "stopper" displays and exhibits and posters, for ingenious stunts, contests and tie-ups . . . plus extensive newspaper advertising campaigns . . . publicity stories and pictures . . . promotional folders . . . scripts of live shows and recordings by radio's most famous artists . . . elements tied together by a graphic "How to Use" *manual—and exploited by alert NBC station promotion men.*

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs that continue to keep NBC *"the Network most people listen to most."*

National Broadcasting Company

America's No. 1 Network

A service of Radio Corporation of America

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

My Impression of Europe

(Fourth of a series by members of the U. S. Mission to ETO)

By WILLIAM S. HEDGES
Vice-President, NBC

THE WAR DEPT. apparently planned that the American Broadcast Mission to ETO should not only secure a comprehensive view of what was being done to provide American forces with radio service and the uses of radio as an instrument in psychological warfare while hostilities were still on, but likewise as a means for controlling and disseminating information to the liberated and conquered countries. In addition, it was apparent that the War Dept. desired broadcasters to know the causes and effects of war and the means by which victory was achieved.

For that reason, as a member of the Mission, I have gained a wide variety of impressions based on personal observation and from contacts with top-flight military personnel in Europe and from interviews with officials of foreign governments. These are impressions and not necessarily conclusions, because conclusions can only be reached after a more thorough study and understanding of the background than was possible during such a swiftly paced journey through Europe.

Mr. Hedges

These impressions are:

1. The American Army is a very efficient organization in that, almost without exception, there were plenty of materials, equipment,

(Continued on page 82)

Sellers of Sales

HARRY really knows how—how to write for radio, how to broadcast programs, how to produce radio shows, how to promote them, but most of all, Harry W. Betteridge knows how to sell radio! As proof of the pudding, he is sales manager of WWJ Detroit.

Young, slim, good-looking, Harry fell into the radio business 14 years ago because he got good marks in public speaking at Albion College, Michigan. He was studying to be a civil engineer, working during off hours in a steel mill, but by the time he was graduated, there was a depression, and Harry applied for an announcing job at WELL Battle Creek, in desperation and on the strength of those good marks.

HARRY

Always a salesman from his grade-school days, Harry went to WWJ as local salesman in 1935. The next year he went to New York as WWJ's eastern representative. Two years later, he returned to the home grounds as assistant sales manager, still keeping contact with his national advertisers, as well as hypo-ing the home-town accounts.

In 1939, Harry joined with radio representatives, George P. Hollingbery Co. in New York, and sold a list of radio stations in the eastern markets. In 1941, he went back once more to WWJ as sales manager, succeeding Harry Bannister who had advanced to general manager. Harry brings to radio years of contact with advertisers and agencies from Boston to Los Angeles, and now he's on the job in both New York and Chicago calling on trade—because Harry Betteridge believes that to keep business, you must meet business.

Recently, WWJ and the *Detroit News* set up a Television Committee to investigate the new media, and Harry was named chairman. In that capacity, he has visited most of the country's television stations and equipment manufacturers this past year.

Harry met his wife, Louise Smith, at college, fell for her Swedish smorgasbord and promptly married her. Their two children, Stephen, 9, and Karen, 4, also go in for smorgasbord. Other Betteridge hobbies are poker and fishing.

IN PENNSYLVANIA THE

TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

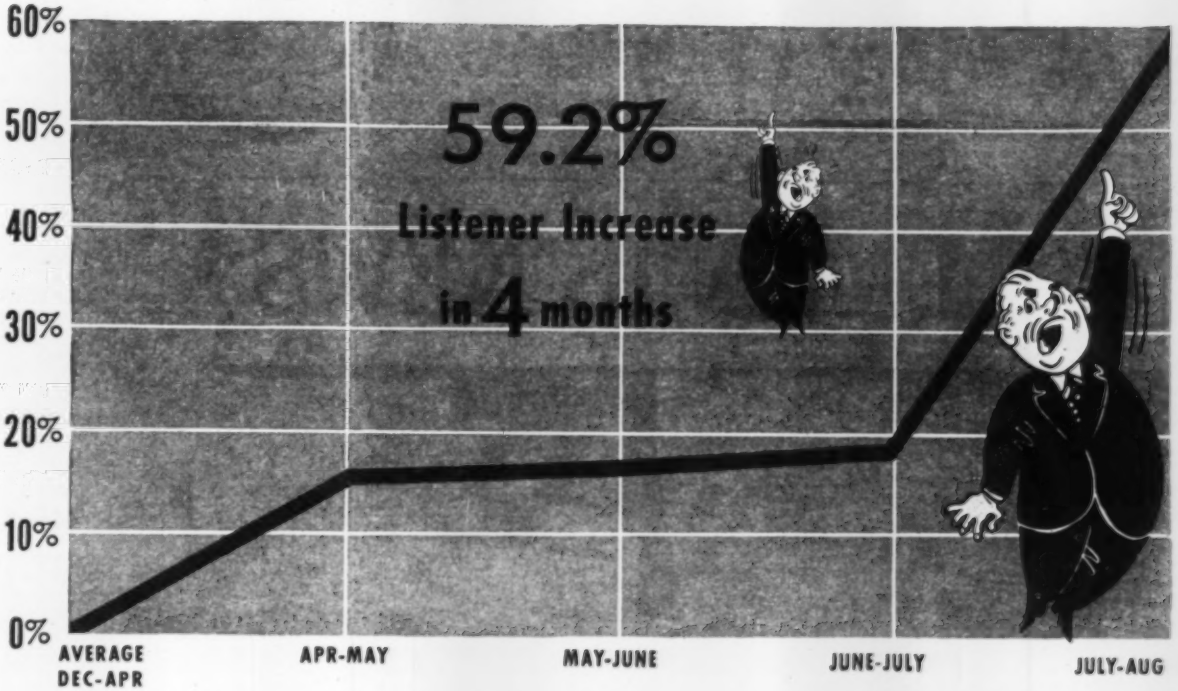
● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative RAYMER

NBC-MUTUAL

Fastest Growing Afternoon Audience in Indianapolis



COMPARATIVE PERCENTAGE RECORDS

WIBC	59.2% GAIN
STATION "B"	4.1% LOSS
STATION "C"	10.5% LOSS
STATION "D"	12.9% LOSS

WIBC

HOOPER INDEX (Afternoon)

AVERAGE DEC. '44 TO APRIL '45	18.4
APRIL-MAY	21.4
MAY-JUNE	21.7
JUNE-JULY	22.0
JULY-AUGUST	29.3

Big "switches" in listening audiences don't "just happen." They are the invariable result of good planning and good operation.

The upward trend in WIBC's audience started back in December last year, shortly after this station was acquired by *The Indianapolis News*, Indiana's leading newspaper for more than three-quarters of a century.

That was the signal for the institution of new policies, including a greater consciousness of public responsibility, better programing and closer cooperation with listeners, that have served to sky-rocket WIBC's afternoon audience.

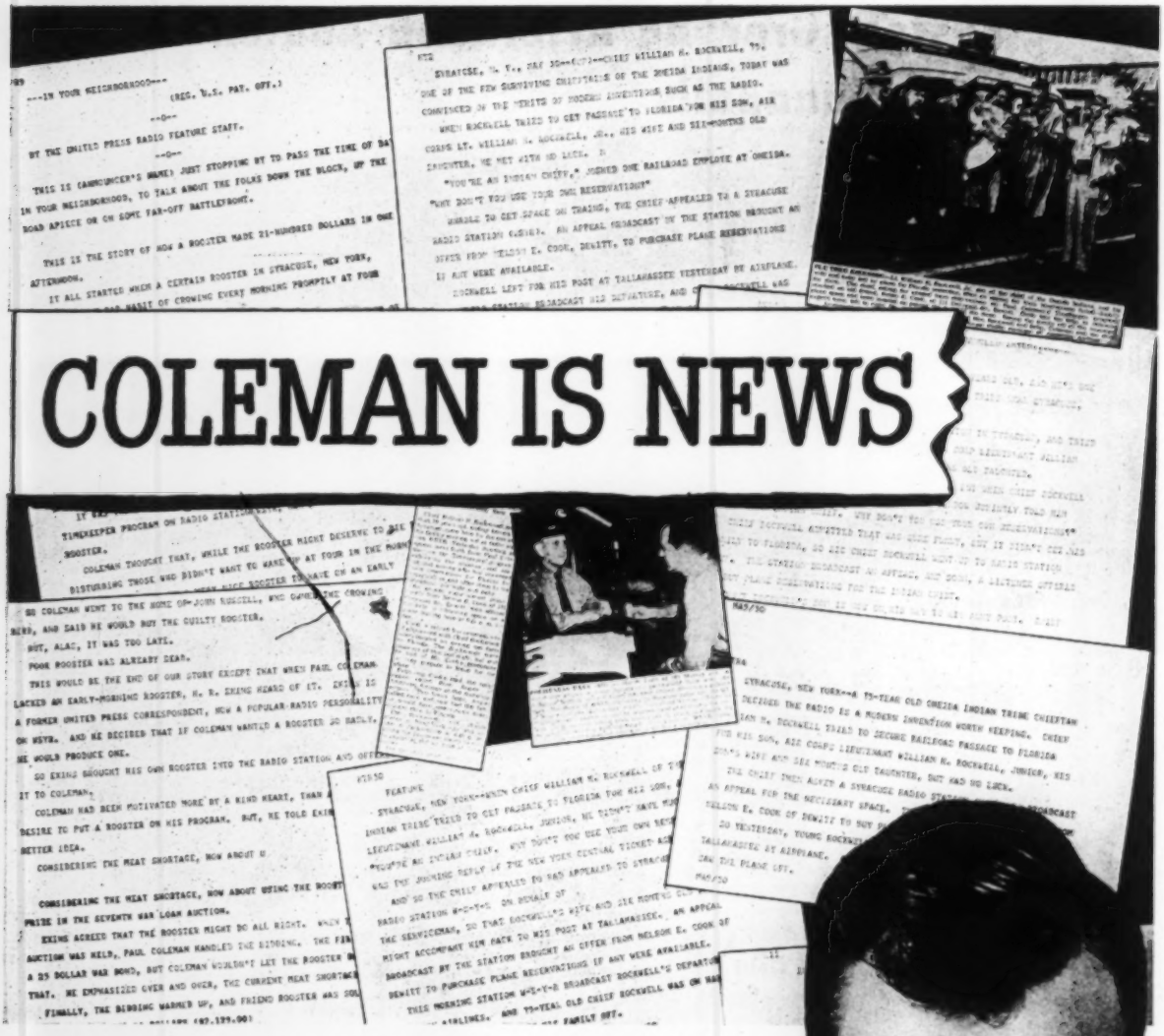
Ask any Blair man, or write direct for positive proof that WIBC is your "best buy," in Indianapolis.

JOHN BLAIR & CO., ***National Representatives***

Owned and Operated by the Indianapolis News

MUTUAL'S OUTLET IN INDIANAPOLIS

WIBC



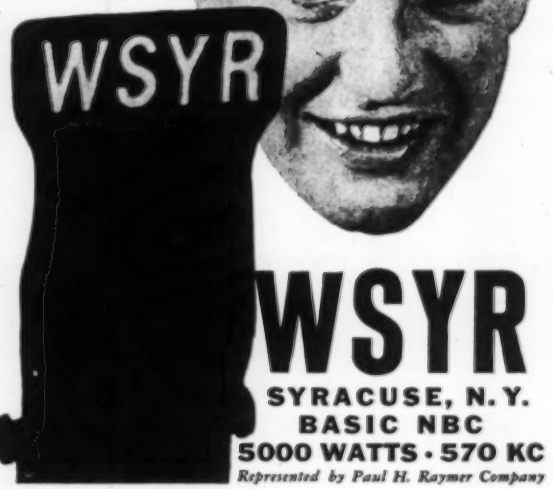
COLEMAN IS NEWS

...and Coleman is SALES!

WHEN a *Syracuse* radio star, on a *Syracuse* station, is the subject, AP and UP feature stories and pictures all over the United States—not once but again and again—that *must* be news!

Paul Coleman, with his Timekeeper Program, originates news like that. Coleman is heard over Syracuse Station WSYR. But he gets into newsprint everywhere. Such as when he got hold of a rooster condemned to death by the Syracuse Police for waking up the neighbors at 4 a.m., auctioned it during the 7th War Loan Drive for $3,650, *and made the United Press and Associated Press wires from coast to coast.* Or such as when he reached out across the Pacific, placed a Syracuse license plate on the car of General Diller, U.S.A., for his first ride through Tokyo, *and made the headlines in hundreds of newspapers.* Or such as when William Rockwell, last chief of the famous Oneida Indians, was refused Florida train reservations for his Air Corps Lieutenant son, wife and daughter. Coleman heard about it, broadcast an appeal, and within hours the Lieutenant and his family were on their way to Tallahassee, where the Lieutenant was stationed. *The press wires scooped up the story and it hit the headlines everywhere.*

This sort of stuff is *news in its own right.* No wonder listener minds naturally become receptive under the spell of Coleman's Timekeeper Program over WSYR. That means Coleman can do great selling jobs for participating sponsors, local and national alike.



WSYR

SYRACUSE, N. Y.
BASIC NBC
5000 WATTS · 570 KC
Represented by Paul H. Raymer Company

★ **THE STATION WITH THE STARS**

SOMETHING NEW has been added...

... in Sacramento, today, everybody's talking about

KXOA

Mutual's New Basic Affiliate for the Sacramento Area

It's new . . . and it's news! A solid impact of wide local promotion *quickly* established KXOA in the Sacramento area. People are talking about "the new station with the top-flight Mutual shows." They say it's easy to listen to, fun to stay dialed to.

There's a reason for this gratifying popular acceptance. The answer is "know how." The KXOA staff includes a carefully chosen group of highly qualified broadcasters who, together, give KXOA a smooth, alert operation—the management "know how" that Sacramento audiences and advertisers have welcomed.

KXOA is now bringing to Sacramento all the top-notch, audience-building Mutual-Don Lee shows plus smart, local programming. KXOA is operated by people who know and care . . . and know how to take care of your campaign.

In Sacramento - *For A Better Buy Today, Call For*

KXOA ***Mutual's Basic Station for the Sacramento Area***

Owned and Managed by Lincoln Dellar • Represented Nationally by John Blair & Co.

"Give it the old zing, Chester— and don't forget to breathe!"

● Ever try to list all the factors of success in spot broadcasting? Good announcing, good commercials, proper time selection, sensible programming for specific audience-appeal . . . *you* know how many elements must be considered if the splendid results of spot broadcasting are to be attained.

Having specialized in national spot for going-on 14 years, we *should* by now have a fair idea of what's required for success. If you feel that we could be helpful to you, give us a ring.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *325 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 15 WASHINGTON, D. C., OCTOBER 8, 1945 $5.00 A YEAR—15c A COPY

Notables Greet Miller at NAB Inaugural

Porter Says FCC Is Encouraged By Choice

By J. FRANK BEATTY

OFFICIAL Washington and official broadcasting joined last week in paying tribute to Justice Justin Miller, formally inaugurated as president of the NAB.

With some 800 capital dignitaries, top military leaders, broadcast executives and leaders from related lines in attendance, the new president assumed office at a Statler Hotel dinner.

Sharing honors were J. Harold Ryan, retiring interim NAB president, and A. D. (Jess) Willard, who assumes the new post of executive vice-president.

Recognition from Truman

Recognition of broadcasting's achievements in the public interest and its future role came from President Harry S. Truman. Unable to attend the dinner, President Truman sent a letter (see text this page) to the new NAB head congratulating him upon his selection for the post and assuring NAB that the justice's past record of public service "gives excellent promise that this type of leadership will be able to meet the challenging times ahead."

Sincere praise of the association's selection of Justice Miller also came from FCC Chairman Paul A. Porter. Predicting cordial relations between the Commission and the trade association, he said Justice Miller's record is clear proof that broadcasters face tomorrow with hope and confidence in themselves and the public, with no desire to rest on past achievements.

Responding to these tributes, NAB's new executive reminded that he had accepted appointment as a challenge to render a public service. He called on broadcasters to stand firm in carrying to the world America's message of goodwill and hope, and insistence upon free government, free speech, free competition and free men.

Justice Miller suggested that the time may be ripe to agree on reinterpretation of the communications law.

In retiring from the post he had accepted last year, Mr. Ryan reviewed the trade association's record since its founding in 1922 and reviewed problems faced by broadcasters as well as achievements of the medium in public service and in the business world. He concluded with an expression of gratitude for the support he had received in his 18-month regime and observed that "we in the NAB are fortunate in securing the services during this important expansion period of so eminent a public servant as Mr. Justice Miller."

In recognition of his service to the association, Mr. Ryan was presented with a scroll (see separate story).

Arrangments for the dinner were made by C. E. Arney Jr., NAB secretary-treasurer.

Porter Approves

Cordial greeting from the FCC was given the new NAB president by Chairman Porter, first speaker introduced by Toastmaster Don S. Elias. The Commission is encouraged by the selection, he said, in congratulating broadcasters on the wisdom of their choice.

He predicted constructive and harmonious relations between the FCC and the trade association. Justice Miller's record, he said, is clear proof that American broadcasters have no desire to rest upon past achievements but face tomorrow with hope and confidence in themselves and the people whom they serve.

Drawing on his well-known flair for the humorous, the chairman presented a searching review of Justice Miller's career on the Federal bench. Exhaustive research, he said, showed that the justice had handed down nine radio decisions. In four of these he upheld the FCC; in five he reversed the Commission.

Certainly, a basic qualification for industry leadership, he quipped. But lest broadcasters grow smug, he offered two choice excerpts from opinions by Justice Miller.

First, he quoted the justice's language in the Greater Kampeska case in which the Commission had denied a license because it found that over a period of years the licensee had violated some of the FCC's regulations and standards. The applicant contended that because of previous renewals its de-

(*Continued on page 69*)

HEAD TABLE notables included (l to r): John Elmer, WCBM (1937-8 NAB president); Justice Hugo Black; Paul A. Porter, FCC chairman; Justin Miller, new NAB president; Don S. Elias, WWNC, toastmaster.

Text of President Truman's Letter

Text of President Truman's letter, dated Sept. 29, to President Miller follows:

Dear Judge Miller:

I regret that I am unable to attend the dinner at which you are to be inducted as the president of the NAB. However, I do want to extend to you an expression of best wishes for success as you assume these new responsibilities.

Science has vastly expanded the frontiers of communications, including broadcasting. The critical question is whether we are wise and skillful enough to utilize these increased opportunities for the maximum public benefit. Certainly these advances show that broadcasting is still a growing, dynamic industry. And its past achievements further demonstrate that those who have developed the service to its present state are not content with merely maintaining the status quo.

We all look to communications to provide in abundant measure new opportunities for employment and economic activity. We further expect that it will make new and important contributions to our way of life. Government is prepared to discharge its full responsibilities in the achievement of common objectives and will take all appropriate measures to encourage and facilitate the new developments that give such great promise for the future.

The problems which face your group call for the exercise of a high degree of industrial statesmanship to reach proper solutions. Your own record of public service gives excellent promise that this type of leadership will be able to meet the challenging times ahead.

Very sincerely yours,

HARRY S. TRUMAN.

MILITARY was represented at head table. Left photo (l to r): Niles Trammell, NBC; Gen. George C. Marshall; Edward J. Noble, American net; Wayne C. Taylor, Undersecretary of Commerce; Right photo, Maj. Gen. Harry C. Ingles; Charles Ross, Secretary to President Truman; Mark Woods, American; Gen. A. A. Vandegrift; Paul Kesten, CBS; Joseph W. Martin Jr. (partial view), House minority leader.

THREE ex-NAB presidents are in left photo (l to r): J. Harold Ryan, retiring NAB head; Justice Stanley Reed; C. W. Myers, KOIN (1936-7 president); Fred M. Vinson, Sec. of Treasury; Neville Miller (1938-44 president). Right, Charles R. Denny, FCC; A. D. Willard, NAB executive v-p; Ewell K. Jett, FCC; Maj. Gen. Frank E. Stoner; Glen Bannerman, CAB; William D. Hassett, secretary to President.

NAB to Expand Labor and News Activities

First Steps Taken For Convention Next Year

NAB Board of Directors, meeting for the first time under administration of its new president, Justin Miller, came out of its Oct. 1-2 sessions with a series of projects designed to broaden service to broadcasting and to the nation.

Faced with a heavy schedule, the board handled its problems in stride and took these steps:

1—Named committee to plan NAB convention in 1946.

2—Decided to reorganize labor relations work and expand service.

3—Adopted plan to hold series of news clinics and encourage better presentation of news. (See separate story this page.)

4—Met with FM Broadcasters Inc. to arrange possible wedding of two associations, with one overall trade group envisioned for all forms of broadcasting.

5—Authorized naming of committee to study plan for radio "Oscar" awards.

6—Completed Broadcast Measurement Bureau board and approved progress.

7—Ordered study of proposed participation in proposed Inter-American Broadcasters.

8—Agreed to cooperate in any feasible plan to aid government in operating some plan for efficient use of medium by Federal agencies.

All members of the board were present at the meeting, held in conjunction with inauguration ceremonies for the new president, except George D. Coleman, WGBI Scranton, director of District 3. Mr. Coleman was unable to attend because of illness.

A. D. (Jess) Willard took over during the board meetings as executive vice-president, a new post. He shifted to NAB from the managership of WBT Charlotte.

C. E. Arney Jr., NAB secretary-treasurer, was voted a salary increase from $12,000 to $16,000. His functions continue as in the past, being specified under the by-laws. President Miller was instructed to specify duties for Mr. Willard.

First full convention in three years will be held in 1946, with a committee of three appointed to pick a site and fix the time. Members of the committee are Frank M. Russell, NBC, chairman; Harry R. Spence, KXRO Aberdeen, Wash.; Hugh B. Terry, KLZ Denver.

Initiated

CHANGE in pace from bench to broadcaster greeted Justin Miller Tuesday night at inaugural ceremonies. After completing his 3,000-word address he was whisked from head table to the other end of the Statler for a 10:35 p.m. broadcast on CBS. He made the mike with just three minutes to spare, and had time for a glass of ice water. His CBS talk was an 8½-minute boil-down of the inaugural address.

The time problem will require study, the board felt, because troop movement and crowded rails still may be complicating factors next year. The committee was directed to select time and place that will not interfere with any governmental activity or request.

See Extension Need

While the board reaffirmed the present labor relations setup, it saw need for extension of the service now provided and took steps to implement the department. The board proposes that the labor relations department render full and complete employer and employe relations service.

For some time the limited two-man staff has been developing a reference file of information about labor laws and government orders. This library is believed to offer basis for an improved service since there now is available information with reference to all matters involving wages, working conditions, contracts and labor relations.

The enlarged job would be handled under a fulltime director with a staff of assistants. The present staff consists of a part-time director, John Morgan Davis, assisted by Milton Kibler, attorney. They have gathered necessary information and the project now awaits appointment of personnel.

Two discussions with FMBI representatives were held during the two-day session. At a Monday night meeting FMBI was represented by Wayne Coy, WINX

(*Continued on page 74*)

NAB Regional Meeting to Seek Strengthened News Coverage

STRENGTHENING of radio news coverage will be sought through a series of regional meetings to be held under the auspices of the NAB Radio News Committees.

NAB Board of Directors at its Oct. 1-2 session adopted recommendations of the committee as submitted by Arthur Stringer, committee secretary and NAB director of circulation and promotion. Recommendations were drawn up at a committee meeting held Sept. 17 in Chicago.

Believing radio news faces its greatest opportunity as well as its greatest responsibility, the committee laid before the NAB board a program built around regional gatherings. These would include station managers as well as news and special events directors.

Aid for Stations

As defined by the committee, the meetings are designed to aid stations which are planning to establish news departments for the first time and stations planning expansion of their present news setups. Subjects to be discussed include:

Minimum efficient radio news departments for small, medium and large stations; special problems and methods of gathering local and regional news; methods of presenting different types of news; legal problems in news broadcasting.

Yet to be decided are when and where meetings will be held, but they are expected to be scheduled in all parts of the country.

Greater emphasis on local as well as regional and national news is advocated by the committee, which proposes that stations re-examine their local news operation. Stations not now maintaining local news staffs are advised to consider such coverage.

Use of the phrase "processing of news" is condemned by the committee as implying superficial editing or rewriting of press association news and not recognizing the independent gathering of news from all sources and the writing of original news programs. Suggested phrase is "radio news reporting".

Reporting the news, in the committee's opinion, is one of radio's most important public services.

Committee members are: E. R. Vadeboncoeur, WSYR Syracuse; William Brooks, NBC (or Bill Ray, NBC); A. A. Fahy, KABR Aberdeen; Arthur Kirkham, KOIN Portland; Karl Koerper, KMBC Kansas City; Chet Thomas, KXOK St. Louis; Paul White, CBS (or Everett Holles). NAB Board of Directors' Liaison Committee consists of Leslie C. Johnson, WHBF Rock Island; Clair R. McCollough, WGAL Lancaster; Mr. Stringer.

BROADCAST-FEDERAL group consists of (left photo, l to r): J. Leonard Reinsch, WSB; Gerard D. Reilly, NLRB; Frank M. Stanton, CBS; Martin B. Campbell, WFAA; Clair R. McCollough, WGAL. Right photo, John E. Fetzer, WKZO; T. A. M. Craven, WOL; William B. Ryan, KFI; E. L. Hayek, KATE; F. W. Borton, WQAM. They were seated at second head table. First table is in the background.

FCC Acts on Applications This Week

Commission Will Examine Over 1,000 Cases

By JACK LEVY

WITH A BACKLOG of more than 1,000 applications for new standard, FM and television stations, the FCC embarks this week on the long-awaited task of awarding authorizations for the postwar era of broadcasting.

When the Commission meets Wednesday it will have before it the accumulated applications of nearly four years, during which time all but a handful of requests for new construction and improvements have been kept in its pending files. Not since April 27, 1942, when a total freeze was imposed on industry expansion has there been a major authorization for commercial broadcasting service. Under subsequent relaxations allowing facilities useful to the war, providing equipment was on hand, about 40 stations were constructed.

Represented in the applications before the Commission is an aggregate expenditure which would equal the cost of the present broadcast plant in the U. S. Based on returns from 159 stations, a survey now being undertaken by BROADCASTING indicates that broadcasters will spend in the next year approximately $42,000,000 for FM, $38,000,000 for AM construction and expansion, and $30,000,000 for television, or a grand total of $110,000,000. This does not include construction of educational, experimental and developmental stations.

Preparing for action on the applications, the legal, engineering and clerical staffs have been working nights and weekends to compile basic data for the consideration of the Commission. Principal center of activity has been the broadcast section of the licensing division where a crew of 17 under Clara Iehl, chief of the section, has been examining new applications as fast as they are received to keep records current.

CENTER of activity as the FCC prepares to tackle the enormous job of processing huge backlog of applications for AM, FM and television expansion is the broadcast section of the License Division, where applications are handled and licenses issued. Part of the staff shown here are (foreground, l to r): Ruth Kirschner, Margaret Hubbard. In background (l to r): Gertrude Newburn, Helen Bowie, Marie Fish, Marie Rummel, Wm. P. Massing, division chief, Clara Iehl, section chief.

The mass of applications facing the Commission was expected to reach deluge proportions by the end of last week, as consulting engineers and radio lawyers worked late hours to clear their decks by the end of the 60-day period designated in the Aug. 7 Statement of Policy for filing new and bringing pending applications up to date [BROADCASTING, Aug. 13]. The two-month period, it was explained, would extend through today (Monday) so that all applications filed before the Commission begins processing will be given equal consideration.

The Aug. 7 policy, it was pointed out, was issued before V-J Day and was designed to set machinery in motion to facilitate station construction as soon as materials become available. It was a natural follow-up of the Jan. 16, 1945 policy which declared that when conditions permit resumption of normal licensing practices "a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files" would be provided.

The 60-day period was thus invoked to offset previous wartime restrictions which discouraged filing of applications.

A check of leading Washington radio lawyers indicated that approximately 200 applications, of which about half are for new FM stations, were being readied for filing before the expiration of the 60-day period. This would mean that the Commission will have about 1,000 applications for AM and FM alone to consider. Television applications will not be acted upon until rules and regulations have been adopted. A hearing on the proposed rules will be held Thursday.

It is expected that the Commission will be disposed to grant as many applications as availability of channels, absence of interference and record of applicant permit.

Three main considerations will doubtless be given primary scrutiny. These are program indications, financial position, and character of applicant. Where a satisfactory showing is made on these points and there is no conflict with the frequency or coverage of other stations, the application is almost certain to be granted.

Where the number of applications received exceeds the availability of frequencies, as in New York, Chicago, and several other cities, hearings will be designated.

Petrillo Threat Hangs Over Networks

WHOLESALE withdrawal of musical programs from NBC and CBS over the week-end at the order of James C. Petrillo, president of American Federation of Musicians, loomed as a distinct threat Friday.

That was the deadline set by the musicians' union leader for settlement of differences between affiliates of the two networks in Chattanooga, the NBC station in New Orleans and the CBS station in Columbus, Ga., and the AFM locals in those cities.

WSMB New Orleans and the AFM local got under the wire with a contract signed Thursday, effective immediately, but there was no report of differences having been smoothed out between locals and the other stations, although WAPO Chattanooga said negotiations were in progress.

Mr. Petrillo let the networks know that if the disputes were not settled by Friday the national union would take further action to assist its locals in securing settlements. The previous Sunday, Artie Shaw failed to make his scheduled appearance on *Fitch Bandwagon* on NBC, and Monday night the *Carnation Hour's* musicians also cancelled out, both on orders from Mr. Petrillo's office.

The Sunday program went on with a chorus instead of the orchestra. The Monday show was cancelled altogether.

After vainly trying to reach Mr. Petrillo for nearly two days, NBC was informed Monday afternoon that the "union has taken this action because two independently owned stations which broadcast NBC's network programs, WSMB in New Orleans and WAPO in Chattanooga, are involved in labor disputes with their local musicians' unions."

In New Orleans, Harold M. Wheelahan, general manager of WSMB, reported a contract was signed, effective Thursday, to employ six musicians at the regular scale but not to make their pay retroactive to July 1 as the union had demanded. Earlier, he said WSMB needed no local musicians

(*Continued on page 85*)

Drawn for BROADCASTING by Sid Hix

"Hank Greenberg Hits a Foul Into the—Gulp!"

FM PIONEERS SPEAK—SECOND OF A SERIES

FM Should Provide Appeal to the Masses

More Than Beauty Needed to Draw Listeners

By FRED JOYNER
Program Director
WWSW-WTNT Pittsburgh

THIS is the second article in a series on FM, written by pioneers in this new branch of the broadcasting industry. As program director of WWSW-WTNT Pittsburgh Mr. Joyner has operated as a pioneer on a pioneer FM station. Here he tells about some of the problems faced in FM programming, and how he solved them. He first learned about radio as a ham during high school. He left the U. of Cincinnati to service Atwater Kent receivers. Then he moved to the broadcasting end of radio and for 16 years has been in programming.

Mr. Joyner

FM has offered a challenge to the broadcasting industry, as a means of providing an improved broadcast service. It will in due course attract many new interests with its unusual type of service and will present many innovations to the field of programming.

In order that we may get off on what I think is the right foot, what FM needs from its program directors right now is more appeal to the masses, the Mr. and Mrs. John Everybody of our audiences. During FM's experimental adolescence we have concentrated on the cultural side with good reason. Certainly, this type of music shows off FM at its very best. The brilliance of a string section of an orchestra has never been presented over any other medium. The overall tonal range of a symphony orchestra, if properly set up, is sheer beauty to the ear.

Ears for Beauty Alone

But we must ask ourselves what percentage of our post-war audience will have ears for such beauty alone—the fact that FM makes it possible for dance bands to be heard as never before is something that should be considered. Most of the name band leaders with whom I have discussed FM have been eager to try FM because their bands can now be heard with each instrument bringing to an orchestration its rightful place in the musical tonal range.

While on the subject of instrumentalists, a word of caution—make sure that the unit is properly setup with regard to the microphone. Your studio charts for set-ups may not necessarily apply for FM presentation. We at WTNT like to feel that each studio presentation is a demonstration for our audience. Careful production checks prevent out-of-tune horns, scraping violin bows, pad slaps in the reed section, soggy heads in the percussion section and similar flaws.

With the fanfare that FM has received, it is the job of every program production man connected with FM shows to hold up his end of the job. To do this, he must understand what FM can do for a program and must have complete cooperation of the engineering department. FM can do what its engineers claim for it, and it is up to the program directors to display its program advantages.

I recall sitting in the control booth during a symphony broadcast last season and noticing that the VI on the panel was not operating. Upon inquiry, the engineer on duty informed me that the possibility of over-modulating in the transmitter on FM was remote, so he was giving the program an "ear ride", attempting to provide the FM audience with a program as near to what he was hearing as possible. A long friendly talk with the engineers is an important part of understanding what you are going to do.

Studio acoustical treatment and studio equipment are important. Live shows with FM can be made to live on the air if everything else is equal. The proper use of studios and equipment requires experimenting. The final result of those experiments will be amazing not only to you, but also to your listeners.

For the transcribed programs, there are a few suggestions that should be checked. Good turntables with the best available reproducers are the basic equipment. The pressure of the pick-up heads should be checked regularly. Filter positions in connection with transcribed programs should be used to the best advantage.

Most important is selection of a transcribed library. Most of the libraries on the market today offer a complete catalog of types of music and instrumentation, but you are looking for quality, not quantity. There has been considerable argument about vertical versus lateral cuts. This is a question you can decide for yourself by honest listening. Audition them all —and then decide.

Phonograph records in my opinion have not reached a state of perfection making them eligible for FM presentation. Instantaneous ET's, however, have found a wide range of acceptance not only because of their quality but also the flexibility of programming good shows not otherwise available.

Showmanship in connection with FM is something that is now an indispensable part of the FM program directors assignment.

All types of programs find a place on the schedule of a well-programmed FM station. We have found that our sports fans enjoy our rather comprehensive sports schedule — play-by-play baseball, football, basketball, hockey and

(*Continued on page 72*)

Cuban Channel Demands to be Heard

Would Break Down Several U. S. Clear Frequencies

DEMANDS of Cuba for additional standard band frequencies below 1000 kc which, if granted, would break down several U. S. clear channels, will be aired in December at an engineering conference of American nations in Washington.

Word of Cuba's demands, along with announcement of a move to organize the Inter-American Assn. of Broadcasting Stations, was brought back last week from the Third Inter-American Radio Conference in Rio de Janeiro by members of the U. S. delegation.

Meeting in Burmuda

It was learned, also, that a meeting of U. S. and British representatives to discuss frequency allocations, will be held in Bermuda Nov. 19. An Inter-American Convention of Broadcasters has been scheduled for Havana on March 15, 1946, to perfect an organization. Dr. Jose Luis de la Rosa, president, and Dr. Jose Luis Fernandez, manager, of the Mexican Radio Assn., were named to handle publicity and arrangements for the March convention.

Purpose of the proposed inter-American broadcasters organization is to bring American broadcasters closer together. It was approved by broadcasters attending the Rio conference, although only two from North America attended. They were F. G. Leydorf of the engineering department, Crosley Corp., licensee of WLW Cincinnati, and Henry S. Dawson, engineer of the Canadian Assn. of Broadcasters.

Canada recommended that the North American Regional Broadcasting Agreement, which expires March 29, be extended two years. The U. S. recommended a one-year extension. Cuba demanded a new agreement. It appeared likely that the conference of engineers representing all of the American countries will adopt an interim agreement, probably embodying the present NARBA, with amendments to take care of immediate needs of the various nations.

Cuba demands the right to use the 690 kc channel, now assigned to Canada with KGGF Coffeyville, Kan., operating with 1 kw days and 500 w nights, as a Class I-A frequency. CBF Montreal, a 50 kw outlet, has been assigned the channel. Cuba also seeks four channels with up to 50 kw power, four with 20 kw, two with 10 kw and four with power from 500 w to 5 kw in the standard band below 1000 kc.

Text of the Cuban demands, as translated from Spanish, follows:

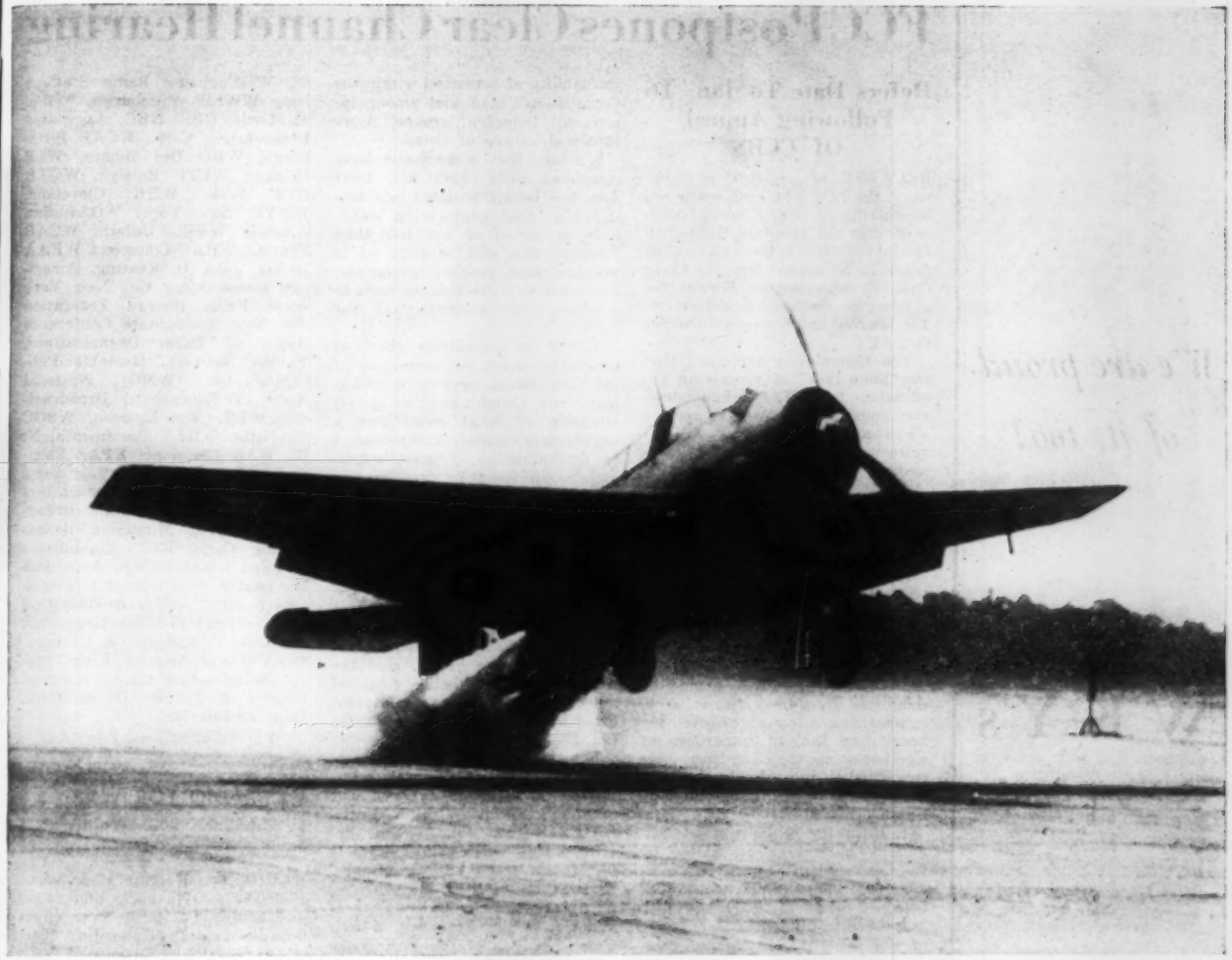
Submitted by the Cuban Delegation to the Delegations of the other countries signatories or adhered to the North American Regional Broadcasting Agreement.

The Cuban Administration considers that the inclusion in the NARBA of precepts which do not respond to technical aspects, such as the non-allocation to Cuba of channels to be used with 50 kw or more, under 1000 kc, which are the most appropriate to render service to large rural zones due to the greater propagation of emissions in this section of the frequency spectrum; also of not having taken advantage of geographic peculiarities which permits the largest use of the frequencies destined to the transmission in the FM band have placed Cuba in a disadvantageous position, preventing it to render a broadcasting public service demanded by its national needs, in accordance with its Constitutional, and its political and social structure.

Under 1000 kc, when Canada may use 5 channels, Mexico other 5 channels and United States of America use more than 21 channels with 50 kw or more, Cuba can use only 4 of these channels with 15 kw or less.

In this same section of the spectrum Cuba needs to be able to use 4 channels with up to 50 kw, 4 channels with 20 kw, and 2 channels with 10 kw, and

(*Continued on page 72*)



Postwar stuff

That's a Navy Avenger getting off the ground in a hurry . . . aided by four 330-horsepower jet units. The jets units affixed to the fuselage resemble bombs. This new system of plane launching cuts take-off runs from 33 to 60%.

Reductions . . . cutting costs . . . increasing efficiency . . . that's what everybody seeks whether you design planes or sell a package item.

If you have something to sell in Baltimore, and are trying to cut your radio selling cost, we offer you the jet-moving independent station . . . W-I-T-H.

This successful independent in this five-station town delivers the greatest number of listeners at the lowest cost. You can see the facts yourself . . . glad to show them to you any time.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

We are proud of it, too!

WKY's

Antenna System was Designed by

Glenn D. Gillett

Consulting Radio Engineer
Washington, D. C.

FCC Postpones Clear Channel Hearing

Defers Date To Jan. 16 Following Appeal Of CCBS

BECAUSE of pressure of other work, the FCC last week postponed its hearing on clear channel broadcasting in the standard band until Jan. 14, 1946. Action was taken following an appeal from the Clear Channel Broadcasting Service for a three to six months deferment. The hearing had been scheduled for Oct. 23.

The Commission explained that the "huge task" of processing applications for FM, AM and television construction permits, held in abeyance during the war, will require much of its time in the immediate future and that it must begin at once to prepare for international conferences in November and December.

More Time Needed

In addition, the Commission recognized, as pointed out in a motion filed by the CCBS, that the preliminary work of the engineering committees necessary for conducting the hearing could not be completed by Oct. 23. This work should be completed by Jan. 1, it declared, emphasizing it intends to begin the hearing on Jan. 14 "regardless of whether or not the committees have completed their work."

In support of its motion, the CCBS declared that:

1. Until the committee determinations have been translated by the Commission it would be impossible to prepare exhibits and other evidence pertinent to the hearings.

2. Despite diligent efforts, none of the committees will have completed its work by Oct. 23 "or for a substantial period thereafter". Obstacles due to war and reconversion problems, including unavailability of personnel within the Commission's staff and among interested industry groups, were principal causes of delay.

3. Once the committees have completed their work and their data has been translated into tentative or final engineering standards, a period of not less than three months will be required to prepare maps, graphs, tabulations, and other exhibits indispensable to a correct determination of the issues.

The three committees (each of which includes a representative of the Commission, serving as chairman) are Committee 1 on determination of what constitutes a satisfactory signal, Committee 2 on determination of what constitutes objectionable interference, and Committee 3 on determination of distances to which, and areas over which, various signal strengths are delivered.

Committee 4 is concerned with surveying listeners in primary and secondary areas on availability of clear channel service. Dallas W. Smythe, FCC chief economist and chairman of the group, said the returns are now being compiled and that the committee was endeavoring to have its report ready for Oct. 23.

Copies of the postponement, submitted by Louis G. Caldwell, counsel for CCBS members, were sent to the following: Crosley Corp., KSL Salt Lake City, KOMO Seattle, KTHS Hot Springs, KWKH Shreveport, KFAR Fairbanks, KOL Seattle, KFVD Los Angeles, KFBC Cheyenne, KTBS Shreveport, KYA San Francisco, KMBC Kansas City, KUTA Salt Lake City, KOB Albuquerque, KOIN Portland, Ore., WBAP Fort Worth, WLIB New York, WSGN Birmingham, KSOO Sioux Falls, S. D., Westinghouse Radio Stations Inc., WWSW Pittsburgh, WEW St. Louis, CBS, NBC, Associated Broadcasting Corp., WCAE Pittsburgh, WHO Des Moines, WLS Chicago, WPTF Raleigh, WQXR New York, WHK Cleveland, WNYC New York, WOAI San Antonio, WEBC Duluth, WCAR Pontiac, WHKC Columbus, WFAA Dallas, John D. Keating, American Broadcasting Co., New York State Farm Bureau Federation and New York State Conference Board of Farm Organizations, Yankee Network, Memphis Publishing Co. (WMC), National Assn. of Educational Broadcasters, WWL New Orleans, WSOC Charlotte, WHEB Portsmouth, N. H., WJW Cleveland, KPAS Pasadena, Capitol Broadcasting Corp. of Indiana, Regional Broadcasters Committee, Intermountain Broadcasting Corp., Minnesota Broadcasting Corp., Radio Committees of Land Grant College Assn. and National Assn. of State Universities, North Carolina Broadcasting Co., National Farmers Union and Farmers Educational & Cooperative Union of America, King-Trendle Broadcasting Corp., National Council of Farmer Cooperatives, Dept. of Interior.

RADIO FOR WAR
$7,680,000,000 Worth of End Equipment Delivered

RADIO manufacturers delivered $7,680,000,000 in radio and radar end equipment to the war effort between July 1940 and July 1945, the Radio & Radar Division of WPB announced Friday as WPB approached its demise. A new agency, Civilian Production Administration, takes over Nov. 3, when WPB Chairman J. A. Krug resigns. Head of CPA is J. D. Small, Mr. Krug's chief of staff. Figures do not include output of 500 companies producing miscellaneous items.

CPA takes over remaining WPB functions involved in transition to peacetime production. Five main bureaus will handle industrial reconversion, reconversion priorities, field operations, international supply and demobilization. Little regulation affecting electronics remains in the WPB-CPA program.

Army received 60.5% of equipment going to the armed forces. It varied from 90.7% radio equipment, 9.3% radar in 1942 to 37% radio and 63% radar in the first six months of 1945.

With only $227,000,000 in plant expansion, radio industry production increased from $231,000,000 in 1939 to $2,834,000,000 in 1944. These WPB figures, it was stated, do not include some 500 companies that manufactured miscellaneous radio and electronic items.

ETO Mission Members Feted By N.Y. Radio Executives Club

MEMBERS of the American Broadcast Mission to ETO were guests of honor last Thursday at the opening luncheon of the 1945-46 season of the Radio Executives Club of New York, held at the Roosevelt Hotel. Edgar Kobak, president of Mutual, was chairman of an official welcoming committee, whose other members were Niles Trammell, NBC president; Paul Kesten, CBS executive vice-president, and Chester J. LaRoche, vice-chairman of American.

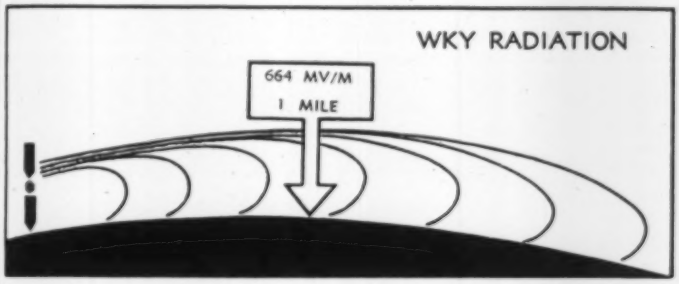
Judge Justin Miller, new president of the NAB, featured speaker at the luncheon, presented to Col. Edward M. Kirby on behalf of the mission which was conducted under his guidance, a large silver tray, inscribed to "Task Force Kirby" and bearing the name of each member of the mission. Describing the 28-day tour of Europe largely in a jocular manner, Judge Miller turned serious at the conclusion of his talk to point out the responsibility of radio, as the major means of communication open, in educating Europeans, especially the German people, in the American way of democracy and competitive private enterprise.

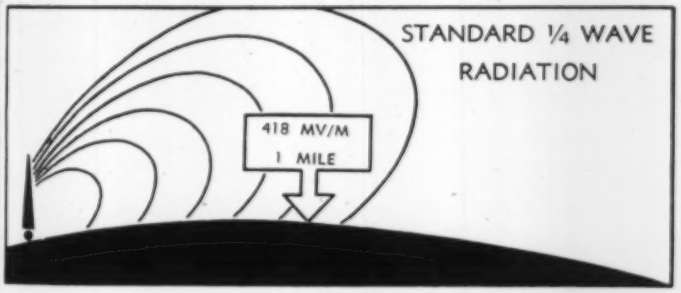
Murray Grabhorn, REC president, opened the meeting by presenting a lifetime silver membership card to last year's president, Warren Jennings. Next meeting, Mr. Grabhorn announced, will be held Oct. 18 under the auspices of the club's advertising agency radio directors committee, headed by Lloyd Coulter, McCann-Erickson, vice-president.

WKY'S NEW ANTENNA

Multiplies Millivolts

HORIZONTAL RADIATION INCREASED





WKY's new 915-foot antenna proves that a radiator can be built which flattens wasted sky waves and concentrates them along the ground, pushing them out farther and stronger than was ever thought possible.

WKY's "big Stick", a daring experiment, has already proved itself more than a showpiece. Because of its radically new design, WKY's signal is stronger and goes farther than ever before. Its signal strength of 664 millivolts per meter (at 1 mile) is 58.8% greater than with the same power radiating from a standard quarter-wave antenna!

WKY, once again, has dared to pioneer to bring better radio service to more Oklahomans and increased selling opportunities to its advertisers.

WKY Oklahoma City

5000 WATTS DAY AND NIGHT
NBC—930 KILOCYCLES

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times — The Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA
SOUTH CAROLINA

5000 WATTS • 560 KC

G. RICHARD SHAFTO
General Manager

J. DUDLEY SAUMENIG
Sales Manager

FREE & PETERS, Inc., National Representatives

'First Man on Air' Recalls Early Days of Radio Telephone

NOTHING breath-taking like "What hath God wrought!" were the first spoken words on the airwaves. In fact, Lt. Comdr. Robert J. Stull, reputedly the first man to speak on the air, doesn't remember what he said that day in 1911.

The important thing is that a small group working with Charles Herald, a radio teacher in San Jose, Cal., built studios atop the Garden City Bank Building—because it was the highest in the city, 7 stories—and sent words out on the air where before there had been only dots and dashes.

They called it radio telephone and they went on the air with regular schedules every Wednesday and Saturday. The call letters were 6XE and 6XF, one for fixed, the other mobile. The trolley lines running along the street supplied the station with DC current.

"I guess we had the first commercials on, too," Comdr. Stull says. "A music store in San Jose loaned us records for the musical portion of the programs, and we gave the store plugs."

To test their mobile broadcasting facilities, the group used to put the equipment in a car and go to a field a few miles from the station. They plugged in 500 volts from the interurban railway, flung an antenna over a high tree limb, and dropped the ground wire into a stream.

Comdr. Stull

"But the best part of that was the electrified fish we brought home by the baskets every time we went," he remembers. "There was a metal plate attached to the ground wire we dropped into the stream, and as soon as the current was turned on, the fish would come leaping up to the plate. If the current was on more than 20 seconds, we would have about two dozen dead fish."

They also had trouble with the "ham" operators that talked back—in Morse. "If we dropped a record or muffed a line, a loud chorus of Hi, Hi, Hi, would come tapping through the receiver we kept turned on. 'Hi' is the amateurs' signal for laughter," he explained.

In one test, the San Jose station talked from Mare Island to a government radio station in Alaska with a crystal set. Later, 1912, they contacted Honolulu.

The station, which was the first issued a broadcast license by the Federal Radio Commission, later became KQW San Jose. Comdr. Stull is recently retired head of electronics research of the radar section, Navy Special Devices.

KFMB
Sells
SAN DIEGO

LET US SELL
IT FOR YOU

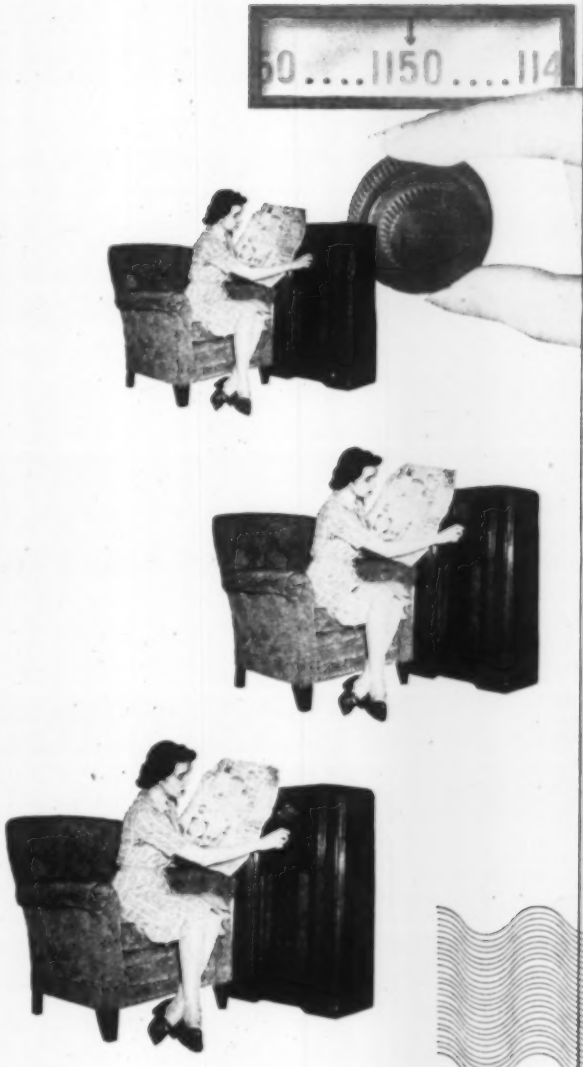
San Diego is a highly concentrated, exclusive market which must be covered from within to be covered right! There's an audience of 373,500 civilian people waiting for you in metropolitan San Diego. Get to them right with KFMB.

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS, Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

"Pardon me—WFDF Flint says I must guarantee your future—"

"What else does Boston want?"



IT'S EASY TO FIGURE OUT that folks in Boston want entertainment. **But that's not all,** brother!

They want to know what's happening in other fields, too.

They like to listen to public debates . . . parades . . . inaugurations.

They have to hear church services—Catholic . . . Protestant . . . Jewish.

They tune in to find out how folks live in Brazil . . . Belgium . . . Holland and a host of other countries.

That's why public service programs total a full day a week on Boston's WCOP. These service programs are carefully **balanced** with entertainment programs. And it's this **balance** that makes Boston people push the WCOP button on their radios . . . and leave it there.

There's a chance or two for you to take advantage of this WCOP popularity. We've got a couple of places open that are honeys.

How about dropping us a line for the facts and figures?

WCOP Boston

A **Cowles** Station
Exclusive American Broadcasting Company Outlet in Boston

ON THE SERVICE FRONT

First AFRS Station in Japan Opens With 1000w Transmitter

FIRST of the AFRS stations to be erected within the Japanese homeland, Radio Okinawa, is now operating on a 1000 w transmitter, with sound-proofed studios. Staff is headed by Capt. Julius Brody, owner and operator of WFIG Sumter, S. C. Chief announcer and program director is Sgt. Hal Starr, of KXL and KHW Portland, Ore. S/Sgt. Lowell Colclasure, chief technician, was on the engineering staff at WGN Chicago. Pfc. Ken Elliot, a former announcer with WNOE New Orleans, is featured on the *Hi Neighbor* program, taking over for S/Sgt. Staton E. Dixon, of WNOX Knoxville.

Avery Commissioned

TOL AVERY (known as Tol Ware in radio) has been commissioned 2nd lieutenant and is now in charge of one of the Far Eastern Network mobile stations of AFRS, in Japan. He had been a sergeant, He was formerly radio manager of Interstate Circuit Inc., Dallas, and WFAA-WBAP Dallas-Fort Worth announcer.

* * *

Bill Adams a Colonel

WILLIAM H. ADAMS, former farm director of KSFO San Francisco, now finance officer for the Army of Occupation in Japan, has been promoted to colonel. While finance officer, Alaska Defense Command at Fort Greeley, Col. Adams helped arrange for what is said to be the first Army station, KODK Kodiak, which went on the air in September 1941.

* * *

Bronze Star to Moore

T/SGT. THOMAS H. MOORE, Jr., former commercial program manager of WOR New York, now program director at Headquarters, AFRS, Information & Education Division, U. S. Army Forces in the Far East, has been awarded a Bronze Star by Gen. MacArthur for "meritorious achievement in connection with military operations". In his post as program director, Sgt. Moore was directly responsible for writing, planning and producing scripts for broadcast through the Jungle Network.

* * *

Radio Palau Changes

WITH A POLICY of programming aimed at men slated for return to civilian life, the AFRS station, at Peleliu, Radio Palau, is bringing information on educational benefits, compensation, privileges, and a complete series on various civilian occupations.

The station is on the air 124 hours weekly, with new members from all three branches recently added to the staff. Ens. Grant Theis, USNR, has taken over as officer in charge, succeeding Capt. Samuel J. Roley who returns to Hawaiian Headquarters of AFRS. Ens. Theis was formerly with CBS Hollywood. Others on the staff are: S/Sgt. Gordon Phillips (Don Lee, Hollywood), Sgt. Bill Landrum (WIBC Indianapolis), S/Sgt. Bill Moran, USMC (WJOB Hammond, Ind.), S 1/c Robert McGarry, USN (WBBM Chicago), S 2/c Bill Edwards, USNR (WLW Cincinnati and KMTR Hollywood).

* * *

Shellon Station Head

CAPT. BRIAN SHELLON, former manager of CJKL Kirkland Lake, Ont., is now in charge of the Allied Forces 50 kw station at Hilversum, Holland.

* * *

Promotions

KARL A. HOFFENBERG, station manager of AFN Munich and John A. McNamara, station manager of AFN Cannes and Nice, and Ben Hoberman, formerly with WMFG Hibbing, Minn., have been promoted to first lieutenants.

* * *

Lt. Carstenson Gets Award

LT. VERN CARSTENSON, who recently joined Armed Forces Radio Service, Los Angeles, after 31 months overseas service, has been awarded Bronze Star for meritorious service. Citation was given in recognition of his idea for a mobile broadcasting station for Fifth Army troops in Italian campaigns.

* * *

AAF Radio Praised

PRAISE for *Your AAF* was voiced in Congress when Rep. Emanuel Celler (D-N. Y.) called it "an important contribution toward morale and victory". Produced under the supervision of the Office of Radio Production, Headquarters, AAF, headed by Lt. Col. Frederick Brisson, the program is heard on American 10:30 p.m. Thursday.

Among his remarks printed in the *Congressional Record*, Rep. Celler said that "Now that the fighting is over, and the victory won, the program has a new and equally important mission . . . keeping Americans informed about our occupational air forces in Germany and Japan."

* * *

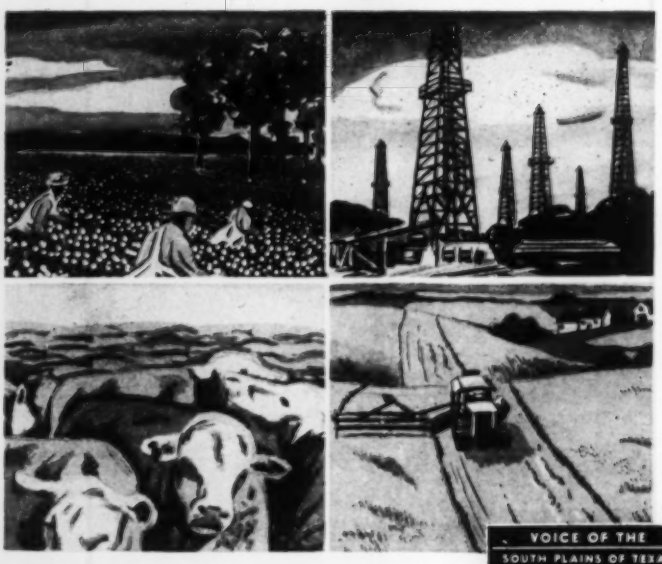
Sgt. Simmington Honored

M/SGT. HARRY J. SIMMINGTON, an engineer from KRGV Weslaco, Tex., has been awarded the Bronze Star for meritorious achievement as radio technician with the American Expeditionary Stations, Mediterranean Theater. The citation said in part that Sgt.

(Continued on page 62)

$167,892,000

EFFECTIVE BUYING INCOME



VOICE OF THE SOUTH PLAINS OF TEXAS
1340 ON THE DIAL

KFYO

LUBBOCK, TEXAS

LUBBOCK TEXAS IS ONE OF YOUR BEST PERMANENT TEXAS MARKETS! KFYO's $167,892,000 effective buying income is a PERMANENT MARKET—a market which is the hub of a vast territory comprising twelve West Texas Counties, known as the South Plains of Texas Area. Dairying, grain, wide wholesale and retail distribution, oil production, poultry raising, and cotton unite their vast revenue-producing power to make Lubbock, Texas, one of your best postwar Texas markets. KFYO is the only station dominating this area with a consistent clear signal.

AFFILIATED WITH AMERICAN BROADCASTING CO. MEMBER OF LONE STAR CHAIN 1340 ON YOUR DIAL

FOR the SECOND STRAIGHT YEAR!

2nd
For Outstanding Audience Promotion on
American Broadcasting Company Programs
This Award Is Made To
KXOK
presented by the American Broadcasting Company
and based on a poll of Advertising Agency Account Executives
American Broadcasting Company, Inc.

Thank You

"AMERICAN" ADVERTISING AGENCIES

and the

AMERICAN BROADCASTING CO.

For outstanding work in promotion, KXOK has again received the annual American Broadcasting Company Award, presented to affiliated stations throughout the nation whose overall merchandising and promotion program is, in the opinion of leading advertising agencies, outstanding in every respect. KXOK once again has been designated as a leading and enterprising "American" affiliate. A "promotion-minded" station is a successful station. Results for advertisers attest to the success of KXOK's complete promotion plan.

KXOK

ST. LOUIS

How Often Do They Listen to News?

90% Listen Twice a Day Or Oftener, Poll Shows

By EUGENE KATZ

Secretary, The Katz Agency, New York

OUTSTANDING among findings of the latest Katz Poll is the fact that 74% of listeners prefer 15 minute newscasts to those of shorter or longer length. And a great majority —64%—prefer both straight news and commentaries.

HOW MANY times a day do listeners tune to radio news programs? Do listeners usually dial to a particular station for news, or do they listen to whatever news program happens to be available? Do they depend more for news upon radio or newspapers?

To answer these and other related questions about audience response to radio news, we polled—in March and April of this year—4,589 individuals living in radio homes. The radio homes were an accurate cross-section of radio families in six separate listening areas distributed in the northern, middle and southern portions of the Central Time Zone.

Rural and urban, telephone and non-telephone homes were included in the samples in proportion to their distribution in each of the areas. Though not a national sample, these 4,589 cases constitute, to the best of our knowledge, the largest group of listeners recently surveyed on this subject. Their responses detail the colossal dimensions of the public's dependence upon radio for news during the war.

Farm Listening High

Of this panel, 90% reported that they listened to news broadcasts *twice a day or more*. Sixty-five per cent reported listening *three times per day or more* and 35% *four times or more per day*.

Farm listeners tune to news more frequently than residents of villages, and village residents more frequently than city dwellers. The details by place of residence are shown in the following table and in the accompanying chart:

No. of Times Listened	*Urban*	*Village*	*Farm*	*Total*
Less than one	2.0	.7	.6	1.4
One	10.1	5.5	3.4	7.6
Two	25.7	25.1	22.8	25.1
Three	29.3	30.0	32.9	30.4
Four or more	32.4	38.2	39.8	35.0
No Answer	.5	.5	.5	.5
	100.0	100.0	100.0	100.0

In 1941 and again in 1942 localized samples of radio families were polled to determine the relative dependence of radio listeners upon radio and newspapers for news. These surveys (made by CBS and reported in "Radio Research 1942" by Lazarsfeld & Stanton) employed the question: "From which source do you get the most of the daily news — radio, newspapers, both equally?" Answers for two successive years were as follows:

	1941	*1942*
Radio	45.1%	58.7%
Newspapers	50.8%	39.6%
Both equally	4.1%	1.7%
	100.0%	100.0%

In probing the roles of radio and press in news dissemination in 1945, we used a different question, but secured results closely approximating the CBS 1942 findings. The increased dependence upon radio indicated by both the 1942 and the current surveys can, of course, be attributed to the war and the sharpened appetite for spot news which it induced. In any case, our question: "What do you depend upon most for your news—newspapers, radio, magazines, people?" produced these responses:

	Mentions
Radio	56.4%
Newspapers	36.0%
Magazines	6.0%
People	1.2%
No Answer	0.4%
Total Mentions	100.0%

Although this question was aimed to invite a single answer, more than half of the respondents gave multiple answers, indicating that a sizeable segment of the radio audience is clearly conscious of its dependence upon more than one medium for news:

	No. of Mentions	*%*
Radio	4022	87.6
Newspapers	2569	56.0
Magazines	434	9.5
People	85	1.9
No Answer	25	0.5
Total Mentions	7135	155.5
Total in Sample	4589	100.0

The more detailed reporting afforded by newspapers, their commentary on and interpretation of the news, account, perhaps, for a large part of the "dependence" upon them felt by radio listeners.

In this connection, replies to the question, "Do you prefer straight news reports or news commentators?" are revealing. Sixty-four per cent said they liked *both;* 19.5% preferred straight news reports; 10.8% commentators; 5.4% gave no answer. Judging from these replies, most listeners do not sharply distinguish between these two types of news programs. Undoubtedly, the word "commentators" was given a variety of interpretations by respondents, yet it seems a reasonable conclusion that

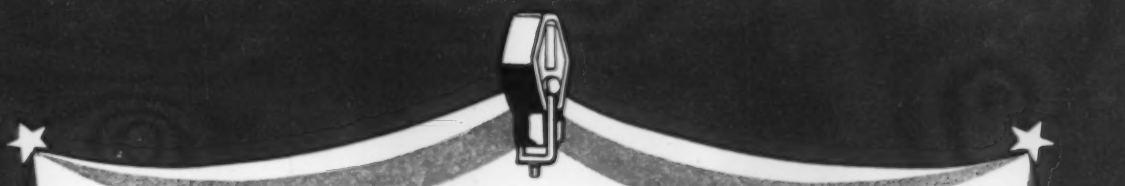
(*Continued on page 64*)

Huge corn pickers like these have made it easy for Kansas farmers to harvest one of the biggest, most profitable crops on record. These farm families and the agricultural communities which they support are one of America's most profitable markets.

WIBW will make this market "easy pickings" for you! WIBW is the most-listened-to station in this section. We have the confidence and good-will of more than five million customers in Kansas and adjoining states. For almost two decades, we've been establishing their buying habits. We can do it for your product, too!

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

A radio station is known by the *Companies* it keeps

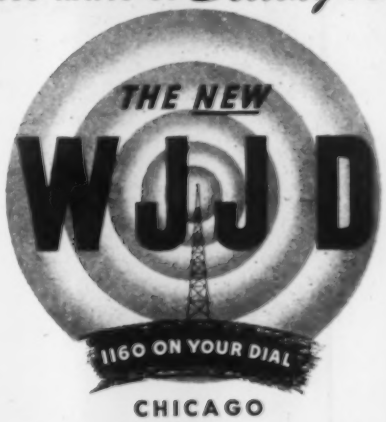


NU-ENAMEL
sells
Sells
SELLS
on the New
WJJD

Sales figures tell the story: 1943 sales were 100.3% ahead of 1942.... 1944 sales skyrocketed 82.48% ahead of 1943. And figures for 1945 are exceeding even these sensational records! For many years now, Nu-Enamel has spent the major part of its Chicago advertising budget on the New WJJD. At many times, their intensive schedule has been exclusive with us. The sales figures, thus, are a pat on the back for Nu-Enamel and for us as well.

Better check your fall schedules right away, and call for availabilities. The New WJJD's 20,000 watts of solid SELLING power can help fatten sales figures for you. We specialize in results!

20,000 WATTS OF *Selling* POWER



A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

FIRST to air strike views of Henry Ford II was Robert F. Hurleigh (left), WGN Chicago news director, who previously had scheduled a program with Mr. Ford (right) and J. R. Davis, Ford sales and advertising director. Hurleigh was on goodwill tour of automotive industry at the time.

FIFTEEN years ago Irna Phillips, Chicago radio writer, left a good job as a school teacher to audition as a radio actress. Later she gave up that career to write radio serials, in which she has become recognized as one of the top-notch writers of the industry. Today, Irna, authoress of **Guiding Light, Today's Children** and **Women in White** is back in the classroom, as instructor in radio writing at Northwestern U.

'Tropicalization' Plan Will Aid Radio, Electronics Expansion in Tropic Areas

TROPICALIZATION, a system developed in the equipment manufacturing industry during the war to protect military goods from damage caused by high temperatures and excessive humidity, will aid peacetime expansion of radio and electronic facilities in tropical regions.

To extend the life of equipment by preventing corrosion, fungus damage, and other ravages under extreme climatic conditions, the RCA Victor Division of the Radio Corporation of America has organized a comprehensive program of tropicalization for equipment to be used in the tropics and placed it in operation in several of its plants.

Clifford Eddison, manager of RCA Victor's Chemical Engineering Section, said steps toward solution of the problem included (1) substitution of materials less sensitive to moisture, wherever possible, in place of those known to be sensitive; (2) redesigning of some equipment and component parts which were found to retain moisture; (3) development and use of water-resistent, fungus-proof coatings for equipment and parts, and (4) adoption of special packaging procedures.

In the selection of suitable fungicides, Mr. Eddison said, much experimental work was carried out by the U. S. Army Signal Corps and other services, as well as by industry, to reconcile numerous requirements.

Lacquers and varnishes having high moisture resistance and other desirable qualities, and containing admixtures of suitable fungicides, are now used by RCA Victor to treat all equipment shipped to the tropics. Coatings are applied by spraying, dipping, or brushing, according to the type of equipment.

Packaging methods vary to meet requirements for different types of equipment. One is the carton-barrier-carton system, in which the "barrier" consists of a thin metal foil of aluminum or lead, backed by a special paper which in turn is backed by scrim cloth. The equipment is packed in an inner carton which is then sealed in an envelope of the barrier material. Next come an outer carton, a water-proof bag, and finally a strong wooden case padded to resist mechanical shock.

Horse for Halsey

PLANS to present Adm. Wm. "Bull" Halsey with a white horse "Tucumcari" are originating from Tucumcari, New Mexico. Clyde Smith, KTMN Tucumcari, backed by Gov. John J. Dempsey, hopes to make the presentation on Navy Day, Oct. 27, at San Diego, Calif.

CBS Promotion Contest

A STATION PROMOTION contest with cash awards totalling $25,000 is being conducted by CBS Sept. 16 to Nov. 17 to recognize and reward promotional activities of CBS affiliated stations. All CBS stations are eligible, and entries will be judged without regard to size of community or power of station. Judges will weigh ingenuity in use of promotional material and effectiveness with which stations reach their actual and potential audiences. Grand award of $10,000 goes to station with best all-round promotional effectiveness during contest. Second and third prizes are $5,000 and $2,000, with prizes of $1,000 each to stations for best use of guest-critic recordings, star recordings, local announcements, newspaper ads, posters, car cards, billboards, and movie trailers.

School of Air Expands

THE CBS "American School of the Air" program series has further expanded its audience with the Armed Forces Radio Service, which formerly carried only one School of the Air program, now carrying four transcribed programs weekly to servicemen overseas, and KGX San Francisco, shortwave station, rebroadcasting entire series starting Oct. 1 to Mexico, Central and South America. AFRS will carry "Story of America", "March of Science", "This Living World", and "Tales From Far and Near". KGX will carry these four programs, plus "Gateways to Music". All programs are half-hour shows, and will be broadcast in entirety.

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been *loyal* for more than twenty years.

"Hey, Mr. Motorist!"

With this cheery greeting, the motorist is enticed to the curb, and unburdened of his views, if any, on the subject of safe driving. Daily, Monday through Friday, the roving KEX reporter interviews motorists at one of Portland's busy intersections, in the interest of the Portland Traffic Safety Commission.

"Hey, Mr. Motorist!" is new to the air.. an educational program designed to help reduce the traffic-toll in Portland. KEX is happy to lend a hand in support of worthy civic movements such as this.

This is but one of the timely, well-planned public-service offerings of KEX.. Portland, Oregon. They are integrated in a program-schedule which runs the gamut of the radio needs and preferences of the teeming Portland area. KEX's local and network productions enlist the attention, loosen the purse-strings, in one of the "Coast's" most impressive markets.

OREGON'S AMERICAN NETWORK STATION

KEX
PORTLAND OREGON
5,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KYW • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES — EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE

Whether you're seeking urban or rural markets in the South, North Carolina has what you want. In value of manufactured products North Carolina exceeds the average of the nine other Southern states by nearly 200%; in cash income to farmers by nearly 100%. North Carolina is the *best* State in the South—and your best prospect for productive radio advertising.

and WPTF at RALEIGH
IS NORTH CAROLINA'S
No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just ask Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Elliott Roosevelt's Financial Affairs Receive Further Probing by Congress

INDICATIONS are that the financial affairs of Brig. Gen. Elliott Roosevelt, former head of the Texas State Network, will become a political football in Congress, with the Democrats inclined to "forget" the general's borrowed money and the Republicans bent on a complete expose.

Chairman Doughton (D.-N.C.) of the House Ways and Means Committee last Monday, in a report to the House, supported the Bureau of Internal Revenue which held that John A. Hartford, head of the Atlantic & Pacific Tea Co., was entitled to a $196,000 tax deduction on his loan of $200,0000 to Gen. Roosevelt. The loan was settled by Jesse Jones, former Secretary of Commerce, for $4,000.

Party Conflict

"The Committee do not feel justified in challenging the conclusion reached by the Bureau of Internal Revenue," said the Committee majority report. Rep. Knutson (R.-Minn.), ranking minority member of the Committee, signed a minority report taking sharp issue with the Democrats. Rep. Jenkins (R.-O.) took the floor Monday to denounce the majority concurrence in the Internal Revenue Bureau's stand.

Quoting from the Treasury Dept.'s investigation records, the minority report asked: "Why did Mr. Hartford act so heavily on the President's approval of the alleged loan? Why was the obligation settled for two cents on a dollar just at the time the network began showing a profit?"

Excerpts from Mr. Hartford's statements given internal revenue agents, also included in the minority dissent, quoted the A & P executive as saying he was given the impression that he and his brother, George L. Hartford, "had been earmarked for this loan" by President Roosevelt. He said, the testimony showed, he made the loan on the assurance of the late President that it was a "sound business proposition and a fine thing."

Mr. Hartford denied there were any representations as to possible benefits to the A & P if the loan was made, but added that after President Roosevelt was "so enthusiastic about it, I felt that I was on the spot and I had to make a decision right then and there and I did not want to do anything to incur the enmity of the President."

'Not Convincing'

From the report of A. Frederick Olsen, internal revenue agent, dated July 21, 1945, the minority opinion included this excerpt: "Hartford had made up his mind that he would do nothing to embarrass Elliott's father. We do not believe that he should be criticized for his feeling in that respect . . . On the other hand there is a serious question of whether Elliott treated his creditors squarely . . . Elliott could have paid about 12 cents on the dollar to his creditors had they descended upon him en masse." Rep. Jenkins declared that the "voluminous record, consisting of several hundred pages, was not entirely convincing."

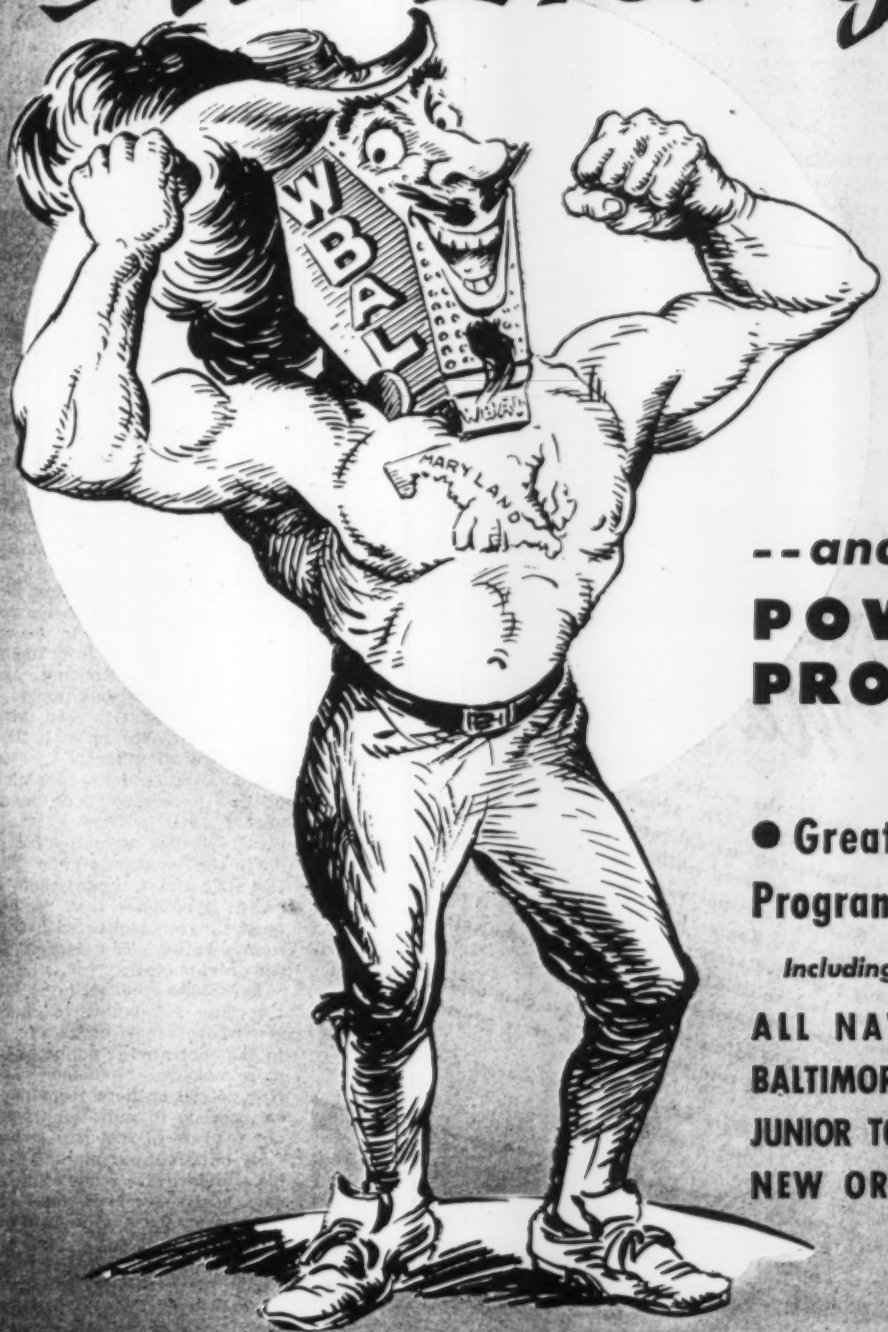
He said the majority of the Committee, "acting on party lines, decided to send the whole matter to the House," and charged his colleagues failed to take a definite stand on the controversy.

Rep. Jenkins placed in the *Congressional Record* portions of testimony by former Secretary Jones in which the Texan said he was asked by the late President to straighten out Elliott's financial affairs, inasmuch as Elliott had gone into the service. Mr. Jones told examiners he settled the Hartford loan for $4,000 and a $50,000 loan from David Baird, of New York, for $500. A third loan of $25,000, made by Judge Charles Harwood, New York, was not settled, Mr. Jones testified.

Unless the Republicans force the issue, no further action was contemplated in the House last week.

WOWO Fort Wayne, Ind., has resumed weekly distribution of special news bulletin to local principals, superintendents and school officials.

His 21st Year...



--and more

POWERFULLY PROGRAMMED

than ever!

● Greatest WBAL and NBC Program Schedule in History!

Including these new local features—

ALL NAVY FOOTBALL GAMES
BALTIMORE SYMPHONY ORCHESTRA
JUNIOR TOWN MEETING OF THE AIR
NEW ORCHESTRA AND CHORUS

WBAL 50,000 WATTS One of America's Great Radio Stations

BASIC NBC NETWORK — Nationally Represented by Edward Petry & Co.

B A L T I M O R E

Letters to the Editor

(BROADCASTING *will print "Letters to the Editor" of general interest which are not more than 500 words in length.*)

EDITOR, BROADCASTING:

There will be millions of advertising dollars spent by appliance and automobile dealers, the cost of which will be shared between the manufacturer and dealer in local mediums. It's time for us in radio to stop beating our breasts and go out after this business which is going largely to the newspapers.

The reason most manufacturers give when asked to share in dealers local radio advertising is, "We feel our network program is sufficient to take care of our local dealers." Strangely they do not consider national magazine and newspaper campaigns in the same light, and in most cases, have prepared newspaper campaigns for use in local newspapers and for which they pay a proportionate share with the local dealer or dealers.

If radio will act as a whole, perhaps through the NAB, we can get quicker action which will result in a healthy business of which we are not rightfully getting our share.

L. W. SHAPIRO,
Valley Broadcasting Co.,
WSTV Steubenville, O.
Sept. 28, 1945.

* * *

EDITOR, BROADCASTING:

May I add a "God Bless You" to the note from Charlie Crutchfield of WBT concerning possible Daylight Saving Time schedules.

I think everyone in the industry recognizes that this has been a headache in the past. It seems reasonable that radio has grown into a large enough child now that we can stand on our own feet and say whether or not we will accept Daylight Saving Time.

It seems to me that basically the networks are responsible for past Daylight Saving Time confusion and that only by our refusing to "go along" will we ward off this semi-annual "upheaval" in the future. Surely, as representatives of their stations, NBC, CBS, ABC and MBS can refuse to go along on future Daylight Saving Time schedules. Admittedly the center of population is in the Eastern Time Zone, but there are still some 600 or 700 radio stations to be affected in the Central, Mountain and Pacific time zones.

PHIL HOFFMAN
Vice-President
Cowles Broadcasting Co.
KRNT Des Moines
Sept. 20, 1945

* * *

Following is a letter to Mr. Crutchfield forwarded by him to the editor of BROADCASTING:

I note with great interest your note to the editor in BROADCASTING of Sept. 17. This time change headache has been semi-annual with us here for the past number of years, as before War Time this community did not have Daylight Saving Time, as did New York. Then after War Time was established, Ohio as you probably know went to Eastern Standard Time during the winter months. While we don't go through a time change this fall, we will no doubt resume this headache next spring, if and when New York goes Daylight Saving Time and this community stays as it.

PHIL WOOD
Business Manger
WFMJ, Youngstown
Sept. 19, 1945

* * *

EDITOR, BROADCASTING:

The report on tonal preferences in your September 17th issue should startle the industry. Remembering how much is spent to achieve even the quality we now enjoy, I wish the CBS study had encompassed *lower* as well as higher fidelity.

But the trend to higher fidelity is defensible. It assumes simply that radio's medium exists to *reproduce* sounds, not to create or modify them. The engineer who faithfully transmits studio speech and music to the public fulfills his responsibility. It is for someone else to answer if the public dislikes it.

Agreed that the medium is fast stepping beyond its passive role of slavish reproduction to become a genuinely creative instrument. It has opened an exciting artistic field. But in serious music electronic manipulation can be construed as tampering with the creative work of others.

The authors do not think that public preference for "medium" fidelity springs from habit. They point out that we enjoy full fidelity in conversation and in the concert hall. But I regard their alternative hypothesis that "a narrow tonal range is preferred because it sounds better" as a tautology and not an explanation.

Remember the struggle of the recording companies to introduce electrical transcribing? No doubt to an entranced public, the old noise-makers "sounded better." Nor do the authors recognize that we concede to radio what we will not tolerate in real life—we cheerfully blindfold ourselves. This double standard has made radio's success possible. Hence, man can be the victim of a narrow-range radio habit and still enjoy full tone in ordinary, non-radio life. He expects different things from the two.

So I suggest we give the public higher fidelity. It will learn to appreciate it. To conduct a suitably controlled experiment in range preference, CBS should have called in people who have never been subjected to electronic reproduction—if such ivory-towered mortals can be found.

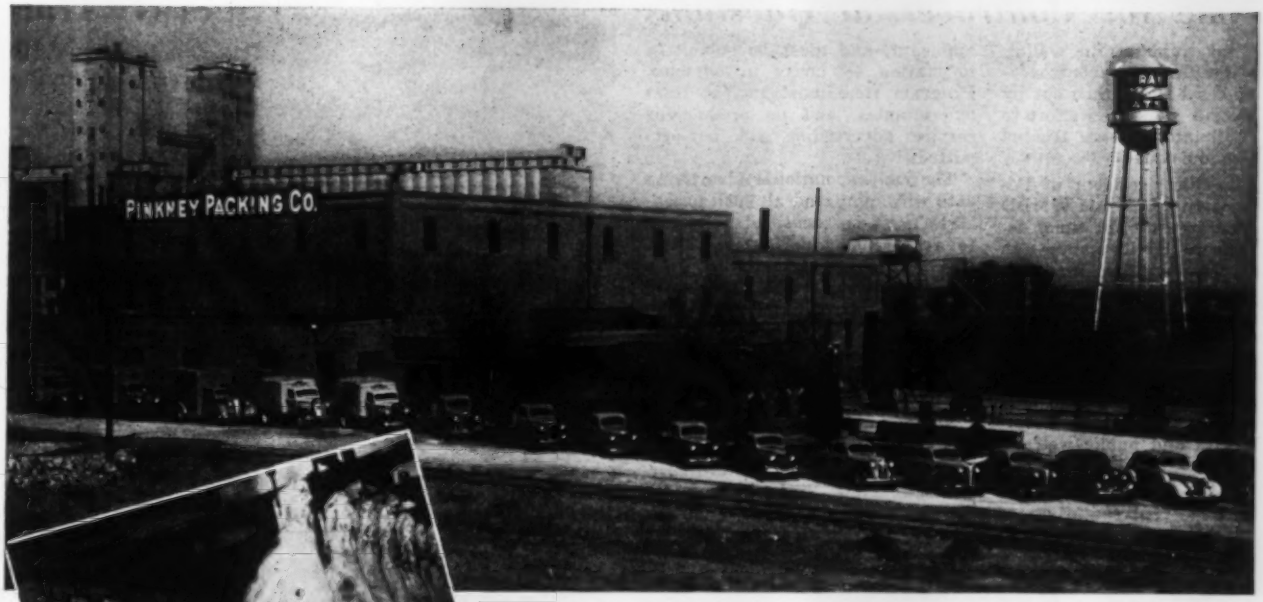
TOM WERTENBAKER,
Assistant Manager,
Upstate Broadcasting Corp.
WNBZ Saranac Lake, N. Y.
Sept. 30, 1945.

(*Continued on page 38*)

Interested in a
NINE HUNDRED MILLION DOLLAR
Market?
That is exactly the market you cover when you hire KCKN to carry YOUR advertising. Through KCKN your sales messages are delivered to GREATER KANSAS CITY—a *nine hundred million dollar market*. KCKN, and *only* KCKN, programs exclusively for the city listener preferences of Kansas Citians, leaving the surrounding thinly populated areas to others. The result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like—day and night.
Thus, KCKN offers you the market that counts the most —*without* the rate penalty of out-state coverage.
• *Wire or phone your nearest Capper Office for availabilities.*
KCKN
Kansas City
The Voice of Greater Kansas City
BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864



Pictured above is the Pinkney Packing Company, one of Amarillo's local institutions. (left) Two members of the Pinkney personnel looking over some champion 4-H beef.

Amarillo's *Local Industries Assure* MARKET STABILITY

Now, more than ever before, the stabilizing influence local industries exert has become a vital market factor. Amarillo has her full share of local industries. Immense wheat and mill elevators, refineries, tank manufacturing concerns, cotton-seed oil and cake companies, power plants, manufacturers of paints and varnish, and scores of others to be found on the local industry roster create large and regular industrial payrolls.

"MARKET-MAKERS"

- **Amarillo is the distribution center for Northwest Texas.**
- **All business barometers give the Amarillo market excellent post-war rating.**
- **Amarillo's wholesale volume was over $152,000,000 in 1943.**
- **Receipts in the Amarillo market area (1944) on oil and gas, cattle and wheat, were $325,000,000.**

KFDA Knows Its Audience

That's why KFDA's programming is carefully keyed to local tastes. The combination of ABC programs and local presentations insures maximum listener response to your sales message. KFDA does "tell them and sell them."

KFDA — *Amarillo, Texas*

A NUNN STATION

HOWARD P. ROBERSON, Mgr.

• JOHN E. PEARSON CO.
National Representative

● AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

NUNN STATIONS
KFDA, Amarillo, Tex.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Studio—
Huntington, W. Va.
Owned and operated by
GILMORE N. NUNN and
J. LINDSAY NUNN

WMBD Works Out Policy for Allotment Of Time for Controversial Questions

POLICY for guidance in selling time for discussion of controversial issues has been worked out by WMBD Peoria, Ill., in an effort to see that "all interests are treated with justice and equality."

Edgar L. Bill, president of Peoria Broadcasting Co., said WMBD will provide free or sell time, depending upon circumstances in each case, for discussion of public questions and controversial issues. Each request will be considered on the basis of subject's merit, contribution to public interest, degree of public interest, and status of applicant with regard to recognized law and policy enforcement agencies and public welfare.

Program material must be presented in talk or speech form only, by authorized representative of applicant, and must be submitted to station 48 hours in advance. Program time must run at least five minutes, and no product or service advertising will be permitted.

The one-time national advertising rate will apply and all such broadcasts must be identified according to regulations in Section 3.409, Communications Act of 1934. Time will be allotted "with due regard to all the other elements of balanced program scheduling."

Albert Lincoln Salt

ALBERT LINCOLN SALT, 80, retired president and chairman of the board of Graybar Electric Co., Inc., distributors for Western Electric Co., New York, died in the United Hospital, N. Y. Oct. 1

LABOR problems didn't bother Lt. Joseph L. Miller, USNR (l), former labor relations director of the NAB, when this shot was made last month with Jack Stone, WRVA Richmond correspondent at Manila. Now back in the States, Lt. Miller was one of the first Americans to enter Tokyo Sept. 6 as escorting officer of a labor paper editor's group.

CFCY Protests Serial Transfers

Day 'Soap Shows' Removed To Government Station CBA

TRANSFER OF daytime serials of Lever Bros., Procter & Gamble, and Colgate-Palmolive-Peet from privately-owned CFCY Charlottetown, P. E. I., to the government's CBA Sackville, N. B., resulted in a protest advertisement by CFCY in newspapers of the area. Said CFCY in the advertisements:

"The management of CFCY wishes to assure listeners that the removal of the daytime serial stories from CFCY was in no way due to CFCY action. The station was obliged to go on the Dominion network last year at the insistence of the CBC, which is the government corporation controlling all broadcasting in Canada. For the first year we were left with the daytime commercial shows.

"In this, the second year of the Dominion network operation, the CBC has, of Sept. 1, removed all daytime commercial shows from CFCY, causing us the loss of many thousands of dollars, and you, our listeners, the loss of many fine programs. The business we have lost through this change has been given to the CBC's own station in Sackville. We shall be glad to have a return of the business at any time."

Promised Replacements

Advertisements appeared over the signature of K. S. Rogers, owner of the station, and one of the pioneer Canadian broadcasters. CFCY operates with 5 kw, CBA with 50 kw. For some years after the building of CBA it went to advertisers at a nominal rate. Now it is a basic part of the CBC Trans-Canada network.

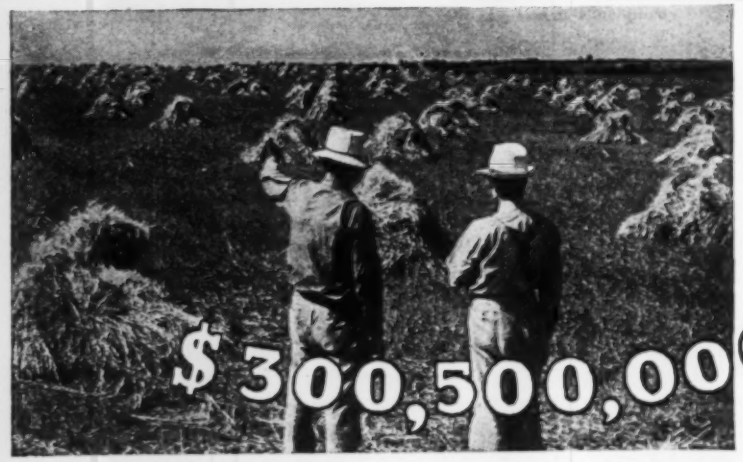
Dominion network stations, made up entirely of privately-owned stations except for the key station, CJBC Toronto, owned by the CBC, have been promised daytime commerical serials or commercial programs to replace the soap serials.

So far no daytime shows have been placed on the Dominion net, but it is understood that a number of inquiries for daytime sponsored nets are now under consideration, including a second daytime Procter & Gamble soap serial.

Associated Files

ASSOCIATED BROADCASTING CORP. last Tuesday filed suit against American Broadcasting Co. in the Federal Court in Chicago, asking that American be enjoined from using the term "ABC Network" and also asking for damages sustained from American's current use of that identification. Suit is essentially a duplicate of that filed earlier in Grand Rapids which was dismissed when the court disclaimed jurisdiction.

KFH Wichita



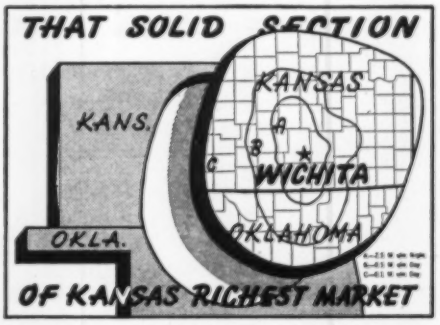
Reap your share of this GOLDEN CROP

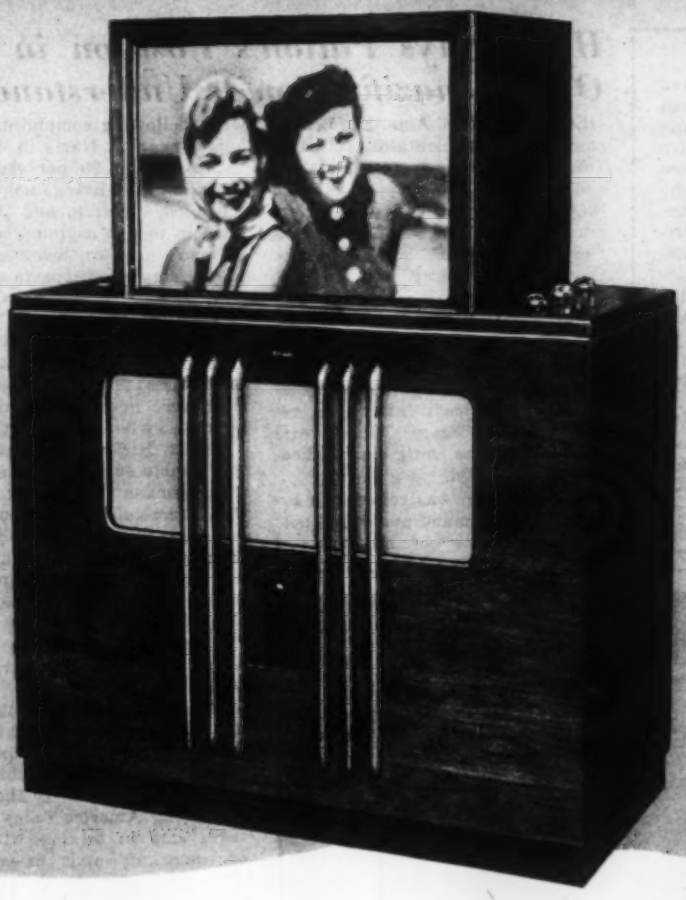
There's more gold than ever before in Kansas' 1945 wheat crop. Third biggest in size, this year's $300,500,000 harvest broke records in dollar value. And with the war's end, Kansas and Oklahoma farmers are listening eagerly to KFH, Wichita, not only for up-to-the-minute farm and market news but for news of all manner of new products which their stored-up capital can buy.

Whatever you have to tell or sell to *"the solid section"*, your message will yield a good harvest on that selling station, KFH.

KFH
WICHITA

WICHITA IS A HOOPERATED CITY
CBS • 5000 WATTS DAY & NIGHT
CALL ANY PETRY OFFICE





ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the twelfth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

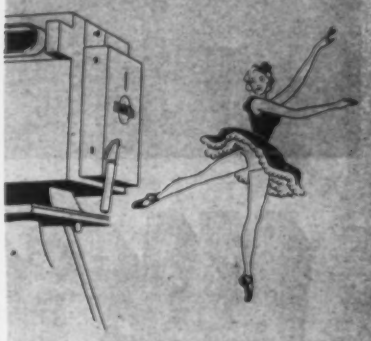
RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE WAR BONDS

12. THE "LARGE-SCREEN" RECEIVER

RCA engineers designed, and RCA factories built, the first electronic home-television receivers. The pictures received were small, but wonder at the miracle of their transmission dominated the minds of the beholders. The latest type of RCA Victor home-television receiver, shown here in demonstration form, has a built-in, 16" x 21" screen, which permits comfortable viewing by a large group of people. The projection system that makes this possible uses "reflective" optics to attain much greater efficiency than ever before. This system was developed entirely by RCA engineers.



The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

WFIL Changes Policy On Free Time for Causes

JACK STECK, WFIL Philadelphia, program director, has reorganized the station's public service policy relating to free time granted to organizations for promotion of recognized causes.

The plan will limit the organization's message to time prescribed by NAB for a comparable commercial show. It was put into operation because organizations seldom secured services of professional speakers and poor radio technique resulted in loss of listener interest and general lessening of effectiveness of the radio coverage.

Station explains that the new policy increases its service since professional assistance of WFIL program department will be given in addition to free time.

Queen for Day

OF MANY letters received from listeners to the Mutual *Queen for a Day* program, WMOH Hamilton, O., gave special attention to one from Mrs. Donald Diver, who submitted the name of her 14-year-old daughter, Barbara, as a candidate so Barbara could ride in an airplane. Since the program originates on the West Coast, there was little WMOH could do in connection with the program, but Don Ioset, executive director, saw to it that Barbara was made the WMOH Queen for a Day. He arranged with Joe Hogan, operator of the Hamilton airport, to give Barbara a long airplane ride.

Hicks Says Patton's Position in Row Over Denazification Is Understandable

GEORGE HICKS, American Broadcasting Co. commentator, returned from two years overseas with a conviction that "you still have to do business with the Nazis in Germany"—and an equally strong feeling that the GI can lick his own postwar problems.

"I read about General Patton's latest row," he told interviewers in Chicago, where he took part in U. S. Steel's *Theater Guild of the Air* debut Sept. 30, his first commercial broadcast after he returned to the States. "I believe I can sympathize with his predicament," he added.

(Gen. Patton was relieved of his 3rd Army command and of his post as administrator of Bavaria last week, following complaints that he kept Bavarian Nazis in office.)

"Just about 99 per cent of the Germans still living, not counting the aged, children, and those confined in insane asylums, are Nazis at heart or were members of the party simply because to do otherwise was to be liquidated or sent to a concentration camp," Mr. Hicks said. "Who can Patton get to help control the Germans but these former Nazis? They all protest that they were never Nazis at all, but he knows who and what they are."

To Mr. Hicks the big thing is not the trouble encountered in keeping the Germans in line but the fact that "there are still thousands of our boys overseas with a job to do. If people insist on thinking the war is a big production number it won't be long before they'll start forgetting about the few who are still holding on to a dirty, unwanted job, but a job that has to be done," he added.

"If I were to say anything to the American people it is this: The war will never be over until every American serviceman is back home. Getting them back is the biggest job facing America today."

He said in talking with scores of veterans and ex-servicemen since returning to the States he found almost identical reactions to civilian life: It's wonderful but who gave people the idea we have to be put to bed? Let the GIs alone, he contended, and they'll lick their postwar problems the same way they did the Germans.

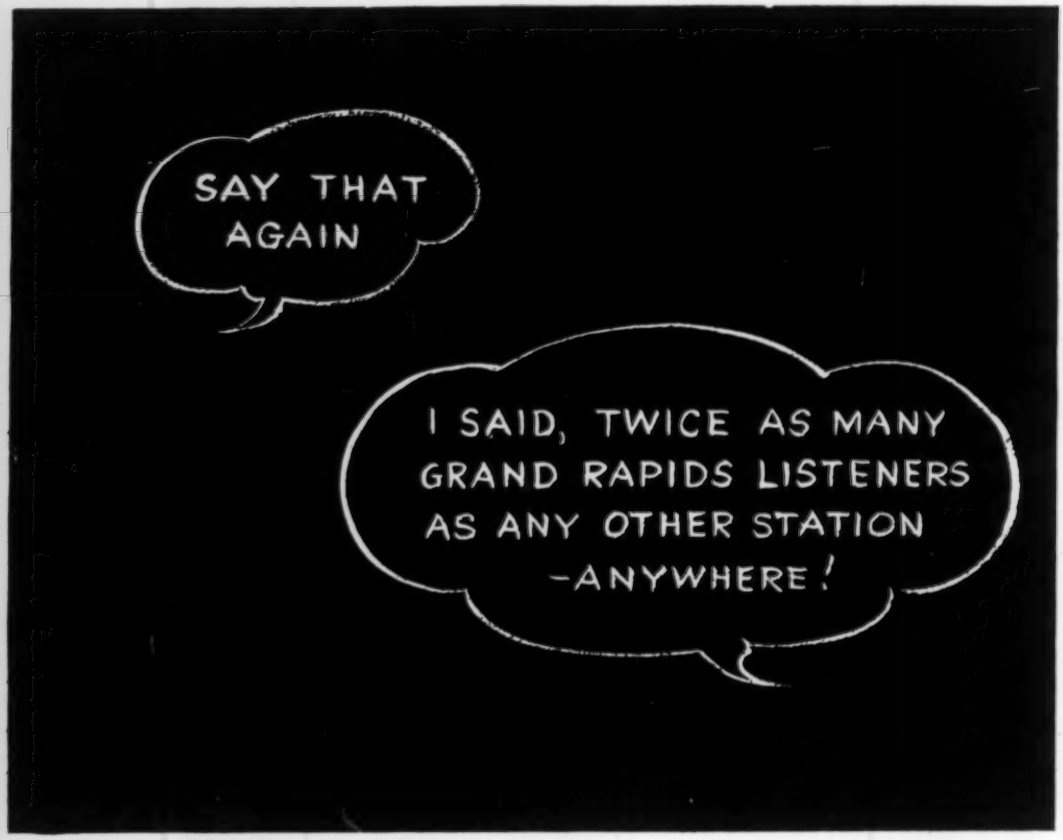
"It seems illogical that a man who can live under the terrible conditions of war, who has met and defeated a powerful enemy, should be treated like a baby by his friends and family. The discharged veteran has problems, certainly, but no greater than those he survived overseas."

Mr. Hicks said his own immediate plans, other than his assignment as commentator on the U. S. Steel program, are still indefinite.

"I learned a lot in two years overseas about what makes people tick. I think men who reported, either for press or radio, the story of the war will be able to do a great job on covering the home front. Certainly we can never go back to the hysteria most of us indulged in, in describing a lot of special events. We'll be calmer and able to be a lot more objective in our reporting. I think the American public will welcome the difference," he declared.

Community Sing

AMERICAN'S *Ladies, Be Seated* cooperative program, heard Mon.-Fri., 3:30-4 p.m., started a daily community sing by audience Oct. 1, led by a housewife picked from the audience before broadcast. Prizes will be awarded weekly.



WOOD GRAND RAPIDS

No. 1 STATION (5000 WATTS) WITH THE
No. 1 NETWORK (NBC) IN THE
No. 1 MARKET IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives

THESE
20
W S M
YEARS

DISTRIBUTION ICE-BREAKER

Most of WSM's listeners never saw an ice-breaker. But they have given first place in their hearts for twenty years to an ice-breaker you can use, right now, in getting your goods moving at normal speed up the channels of distribution. WSM uses no dynamite . . . just a spearhead of human warmth. Strictly speaking, WSM is an ice-melter which blankets an area of five million people with a clear-channel, 50,000-watt friendliness that means smooth selling for our sponsors.

WSM
NASHVILLE

THE STATION THAT HAS **KEPT OPEN**
THE ROAD TO POSTWAR **SELLING**

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

KANSAS CITY HOOPER INDEX June-July '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	22.1	27.3	16.1	12.0	14.6	5.6
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	20.7	21.4	32.0	15.2	7.8	2.2
SUNDAY AFTERNOON 12 Noon—6 P.M.	15.0	37.6	18.3	13.1	11.3	3.8
SATURDAY DAYTIME 8 A.M.—6 P.M.	25.9	25.2	21.1	17.0	8.1	1.9

. . . and these are HALF of the National Advertisers who use WHB
(Listing continued next month)

AGRICULTURAL
American Bird Products
Breedlove Nursery
Harts Mountain Products
Pillsbury Feed
Nutrena Mills

AIRCRAFT
Mid-Continent Airlines
Douglas Aircraft
Pratt & Whitney
Boots Aircraft

AUTOMOTIVE
Continental Oil
Refinoil
Sinclair Oil
Socony Vacuum

BREWERS
Alpen Brau
Ballantine Beer
Hamm's Beer
Pabst Blue Ribbon Beer

CONFECTIONERY
Adams Clove Gum
Chiclets
Beechnut
Dentyne
Ivoryne
Planter's Peanuts
Whiz Candy
Wilbur-Suchard
Wrigley Gum

ELECTRICAL
Hoover Company
Bendix Washers
Prest-o-Lite Batteries

FINANCIAL
H. O. Peet & Company
Household Finance
National Small Business
Real Estate Board

FOOD PRODUCTS—GENERAL
Aristos Flour
Butternut Bread
Blue Bonnet Margarine
Bond Bread
Campbell Cereal
Carey Salt
Duff's Mixes
Duffy Mott
Edwards Coffee

FOOD PRODUCTS
General Foods
General Mills
Dwarfies Wheat Germ
Kellogg Company
Kraft Products
Lipton Soup
Northwest Cherry Bureau
Ovaltine
Ralston Purina
Roman Meal Bread
Rutherford's Chili
Pickwick Coffee
Standard Brands
Skinner Mfg. Co.
Van Camp Tenderoni
Quaker Oats
Washington Apricots
Wilson Milk
Wonder Bread
U. S. Breakfast Food
Wheaties

HEATING, ETC.
Sinclair Coal
Bituminous Coal

INSURANCE
Employer's Liability
Lumberman's Mutual
Westminster Insurance

JEWELRY
American Safety Razor
Gillette Safety Razor
Helbros Watch
Parker Pen

MEDICAL
Absorbene
Aspertano
Anacin
Baum Bengue
Bromo Quinine
Carter Pills
Cystex
Doan's Pills
Dr. Edward's Olive Tablets
Dr. Pierce's
Ex-Lax
Feenamint

For WHB Availabilities, 'phone DON DAVIS at any "Spot Sales" office

Fall schedules are still "fluid"... and we've room for more advertisers who'd like to use programs or spots in the booming Kansas City market. You'll like doing business with WHB—the station with "agency point-of-view"... where every advertiser is a *client* who must get his money's worth in *results*. Swing along with the *happy* medium in the Kansas City area!

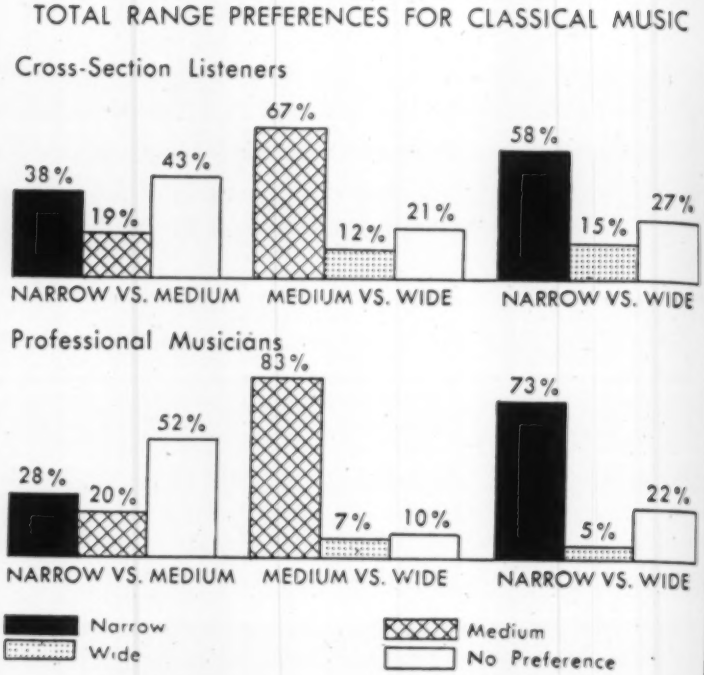
WHB KANSAS CITY — This is Mutual — 1000 WATTS-710 KC.

Kansas City	Scarritt Building	HArrison 1161
New York City	400 Madison Avenue	ELdorado 5-5040
Chicago	360 North Michigan	FRanklin 8520
Hollywood	Hollywood Blvd. at Cosmo	HOllywood 8318
San Francisco	5 Third Street	EXbrook 3558

KEY STATION for the KANSAS STATE NETWORK

Letters to the Editor

(*Continued from page 32*)



Editor, BROADCASTING:

I have been reading with much interest BROADCASTING Magazine of September 17th.

Am I hopelessly confused or is the diagram at the bottom of page 32 all wet? The caption reads "Narrow versus Medium, Medium versus Wide, Narrow versus Wide". Yet the index to the graph shows dots used for "Medium" and a broad cross-hatch for "Wide". If this is correct, the statement at the end of the paragraph at the head of the second column that professional musicians favor a narrow range is incorrect. The graph shows that 83% prefer the wide range and only 7% of the medium.

Clearly, there is something wrong. Can you enlighten me?

NICHOLAS ROOSEVELT
New York Times

September 17, 1945

EDITOR'S NOTE: We can. The Editors of BROADCASTING went dotty over cross-hatches. As a matter of fact, the legends at the bottom of page 32 in the September 17th issue of BROADCASTING to which Mr. Roosevelt refers were reversed. Correct pattern is above.

Robert T. Bellaire

ROBERT T. BELLAIRE, former American correspondent in the Far East, died in Tokyo Sept. 30 as a result of a jeep accident. At the outbreak of the war he was manager of the Tokyo Bureau of UP, and was later interned by the Japanese. Repatriated on the Gripsholm, he was frequently heard on American preceding the Japanese surrender, and was to have continued his commentaries for that network from Japan, where he was representing *Collier's* Magazine.

Picture of an Advertiser Listening to His Commercial on

WNAB

BASIC-AMERICAN IN
BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

Bridgeport is one war baby that threatens to show substantial gains in the here-now post-war period. 216,621 people in the Bridgeport metropolitan area spent $90,270,000 in 1940 retail sales. The Chamber of Commerce says 30% more is expected in post-war. Here's real sales potential easy-to-get on WNAB.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

dvertisement)

Music Is Again Accented on WBIG

Margaret Banks, Music Director
WBIG, Greensboro, North Carolina

To augment the outstanding array of musical programs carried over the station through its affiliation with the Columbia network, Radio Station WBIG in Greensboro, North Carolina, through the station music director, Margaret Banks, has planned for the coming fall, winter and spring seasons a processed schedule of musical programs. Every local program going out over the WBIG air lanes will be personally supervised by her. No detail will be too small—the briefest transcribed interlude will be of ranking importance. The one thing Margaret has kept uppermost in her mind as she has diligently worked for months is that the vast audience in the Magic Circle area will receive enjoyment and pleasure out of each and every note of music played.

Highlight of musical activities at the station is the WBIG Concert Ensemble which is active again after a six-weeks vacation. The Ensemble is featured in a five-a-week program, "Restful Music", under the sponsorship of W. H. Andrews, Jr. The program comes just at the twilight of day, 7:00 o'clock, when the quarter-hour interlude of care-ceasing music brings relaxation and contentment. Recent addition to the group is Norma Lee Eskey, Woman's College music major from Richmond, who by an exquisite touch lends to the program a memorable singing quality from the strings of her violin.

The Greensboro Euterpe Club, one of the South's oldest musical organizations, has outlined a diversified schedule that promises to be one of the club's best. The Euterpe Club programs will be heard over WBIG every second and fourth Wednesday of the month. Miss Clarence Earl Anderson, soprano, is in charge of the October programs, on one of which she will sing. November's program is under the direction of Mrs. John Medearis. Leroy Wilde will feature the Greensboro College Glee Club in seasonal music during the December programs. January's programs will be presented by Mark Hoffman, dean of music at Greensboro College. Hoffman's programs of piano interpretations are one of the most looked-forward-to in the Euterpe schedule. A newcomer to Greensboro, Mrs. John S. Urbans, takes over in February, followed in March by Lorne Grant. The April programs will be under the supervision of Mrs. V. B. Higgins and Miss Jane Hess, contralto, has charge of the programs in May.

The Civic Club of the Air, heard Monday, Wednesday and Friday at 10:15 a.m., continues to hold the interest of the Magic Circle listeners as it has for the past five years. Announcements of civic appeal are aired with the musical portion of the program presented by Margaret Banks at the solovox. Any type of music is likely to be heard on the Civic Club program, with popular current tunes being featured.

A program of long-standing on WBIG is the "Golden Quarter Hour", presented every Monday, Wednesday and Friday morning at 11:45. For fifteen years the Duke Power Company of Greensboro has brought to the WBIG audience the best selections to be obtained in both new and old tunes. This year the same high standards are being observed for the program and name bands will continue to be heard. "The Golden Quarter Hour" has one of the largest followings of any program of its type on the station.

To add spice to the listening the Southern Baking Company offers "Southern Varieties" every weekday at 1:30 p.m. A different type of music is played every day, ranging from waltzes to hillbilly and folk music.

For the tobacco growers and other rural residents Margaret has planned a mid-day program, Mondays through Fridays at 1:15 p.m., of more mountain, folk and hillbilly music, presented under the sponsorship of Webster's and Planter's Warehouse in Madison.

Memories of yesterday are brought back to the mother-and-father audience on Thursday evenings at 8:00 o'clock, when the "Songs of the Gay Nineties" parade before the WBIG mike, setting the scene for pleasant reminiscing of the era just past.

The original arrangements and instrumentations of 1900 selections are presented on Monday mornings at 10:00 in the "Music Hall Varieties" show. The "Music Hall" orchestra and male chorus, featuring John Barton, basso, are heard in selections such as "Too Much Mustard," and "Lassus Trombone."

"Theater of the Air", a preview of Columbia and local programs which are to be heard that day and the one following, has a varied selection of music, devoted mainly to the popular type. This is a Monday through Friday, 11:00 a.m. feature.

End-of-the-day music is heard every night at 11:30 on " 'NEATH THE SOUTHERN MOON", rated as WBIG's outstanding local program. Memory tunes by male quartets; soft blended voices of choirs; sweet, flowing strains of the strings —are all combined into an uninterrupted half-hour of musical gems for relaxation—music to dream by, to read by, to divert one's mind from the cares of the day.

In making out the program schedule for the coming months, Margaret has not overlooked the wealth of talent to be found in the institutions of higher education located in the Magic Circle area. There are more than a dozen colleges located within the fifty mile radius and all are offered the facilities of the station, as are the grammar and high schools.

Among the schools heard regularly over WBIG are Woman's College of the University of North Carolina, second largest girls' school in the nation; Greensboro College, Elon College, Guilford College and two Negro establishments, Bennett College and the Agriculture and Technical College.

WBIG's music department received many citations for its morale-building efforts during the war. "Music In War", a stirring article written by Margaret Banks, appeared in the *Congressional Record*, and similar articles have been published in a number of national magazines. With the advent of peace the tempo of music at the station has been changed to keep attuned to the times.

Continuing her vital interest in the music life of the station Margaret has recently announced a scholarship to be awarded by WBIG for the study of music. Any girl living within the Magic Circle is eligible for the one-thousand dollar scholarship, to be used anywhere in the United States. Applications will be reviewed by five members of the Euterpe Club, who will make the final decision, based primarily upon the applicant's ability.

A completely diversified schedule was Margaret's aim in planning the music for WBIG and the outlook is a season that will linger for a long time in the minds of the audience of WBIG.

[Advertisement]

WBIG CBS 1470 ON YOUR DIAL
COLUMBIA NETWORK
In Greensboro, N. C.

KANSAS CITY IS A

K O Z Y

MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD, *General Manager* — ELIZABETH WHITEHEAD, *Station Director*

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

NEW FIRM FORMED BY A. KUDNER STAFF

JAMES H. S. ELLIS, representing the staff, and Mrs. Arthur Kudner, representing the estate of the late Arthur Kudner, announced the business of Arthur Kudner Inc. will be carried on by Kudner Agency Inc., a new company formed by the staff for this purpose.

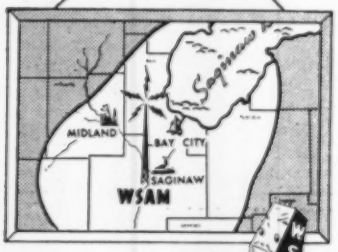
Initial stockholders, who also will be members of board of directors: James H. S. Ellis, president; Hayward M. Anderson, Samuel D. Fuson, Schuyler Kudner, Edward J. Owens, Robert D. Stewart, vice-presidents; Blackwell Smith, secretary-treasurer; G. G. Christensen and Shafto Dene.

A substantial block of stock is being held for future issuance to present and future staff members. Agency will continue in same headquarters in Rockefeller Center, New York, as well as same offices in Detroit, San Francisco, Honolulu, and Washington, D. C.

Navy Anniversary

EMERSON DRUG CO. *Vox Pop* program will be broadcast from the U. S. Naval Academy at Annapolis Oct. 8 on CBS, when it joins celebration of academy's 100th anniversary. On Oct. 10 Kay Kyser and his *College of Musical Knowledge* program, sponsored by Colgate-Palmolive-Peet Co., will broadcast from the Naval Academy at 10 p. m. on NBC.

WSAM GIVES TRIPLE 3 COVERAGE AT ONE COST



SAGINAW:
6 General Motors Plants.
BAY CITY:
Largest Great Lakes Shipyard.
MIDLAND:
Home of Dow Chemical Co.
TOTAL:
101,520 Radio Homes.

NORTHEASTERN MICHIGAN'S ONLY NBC STATION

WSAM NBC

SAGINAW BROADCASTING COMPANY
610 Eddy Bldg. Saginaw, Michigan
NATIONAL REPRESENTATIVE—
HEADLEY-REED CO.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING Combined With BROADCAST ADVERTISING, published weekly at Washington, D. C., for October 8, 1945.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, editorial director, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Editorial Director—ROBERT K. RICHARDS, Washington, D. C.
Managing Editor—ART KING, Washington, D. C.
Business Manager—MAURY LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

MAURY LONG.

Sworn to and subscribed before me this 1st day of October, 1945.

NATHAN SINROD
(Seal) *Notary Public.*

(My commission expires October 15, 1948.)

We don't cover the whole Southwest - - -
We do cover the El Paso Market - - -
And How!

"Hooper after Hooper proves it!"

KTSM

Nat. Reps. Geo. P. Hollingbery

EL PASO, TEXAS

A Handsome Market at a Most Remarkable Price

● Most people think of Louis XIV of France as one of the greatest spendthrifts of all time. Yet personal thrift was an actual habit with this monarch. When planning a lottery for his court, he wrote his Minister of Finance to buy the prizes in his own name, in order to "get the handsomest things at a reasonable price."

To advertisers contemplating Baltimore as a rich, post-war market, WCBM offers intensive coverage, with an eye to thrift. A Baltimore habit accounts for this.

Since Baltimoreans know that they can depend on "1400 on the dial" for consistently fine radio entertainment, "listening to WCBM has become a habit in Baltimore."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer	Free & Peters, Inc.	George H. Roeder
President	*Exclusive National Representatives*	*General Manager*

MANAGEMENT

G. BENNETT LARSON has resumed executive direction of WPEN Philadelphia after an illness during which he was hospitalized for five days.

GAYLE V. GRUBB, for 17 years general manager of WKY Oklahoma City, has resigned.

Mr. Grubb

WALTER HAASE, manager of WDRC Hartford, Conn., has been elected president of Hartford Ad Club for new year.

ROBERT J. COAR, director of the radio rooms of the Senate and House of Representatives, is father of a girl born Sept. 25.

GENE WILLIAMS, manager of KPRO Riverside, Cal., who has been in Riverside Community Hospital following a heart attack a month ago, has been moved to his home and expects to return to his desk by Nov. 1.

LT. WILLIAM K. McDANIEL, USNR, Amphibious Force, Pacific Fleet, is on terminal leave and will be retired to inactive status in mid-November. He formerly was assistant to ROBERT REYNOLDS, general manager of KMPC Hollywood, and previous to that had been with Scripps-Howard Radio and NBC. He was commissioned in Jan. 1942.

MAJ. BIRNEY IMES Jr., owner of WCBI Columbus and WELO Tupelo, Miss., and applicant for new station in Meridian, Miss., is expected to be released from AAF, according to stations. He will return to WCBI, headquarters for Mid South Network. Maj. Imes has been in service five years.

RAY JORDAN, manager of WDBJ Roanoke, Va., has been elected president of Virginia Assn. of Broadcasters. Other officers elected are EDDIE WHITLOCK, manager of WRNL Richmond, vice-president; JOHN W. NEW, commercial manager of WTAR Norfolk, secretary-treasurer.

CHARLES H. CRUTCHFIELD, general manager of WBT Charlotte, N. C., has been appointed by Gov. Gregg Cherry as chairman of district 4 of the North Carolina Symphony Society campaign.

LOUIS H. PETERSON, president of WSSV Petersburg, Va., has been appointed co-chairman of publicity committee for local Community Chest Drive. CY NEWMAN, assistant manager of WSSV, has been named member of local War Finance Committee for Victory Loan Drive.

BRIG. GEN. DAVID SARNOFF, president of RCA and general officer in the Army, has written an article titled "Science for Life or Death", discussing atomic energy, which has been published in booklet form.

LT. COL. EDWARD A. DAVIES, vice-president of WIP Philadelphia in charge of sales, has been appointed acting chairman of newly organized Officers Reserve Club of Philadelphia, which includes officers of World Wars I and II.

PAT STANTON, general manager of WDAS Philadelphia, has cancelled his trip to England. He was to leave next week but learned he might not be able to book passage back to the U. S. for six months or more.

SIDNEY J. FLAMM, managing director of WPAT Paterson, is chairman of the radio publicity committee for the Community Chest Drive at Paterson and surrounding communities.

ROBERT D. SWEZEY, vice-president and general manager of Mutual, will speak on "Public Service and Commercial Radio" Oct. 25 at fourth annual luncheon of The Pulse Inc., at the Biltmore Hotel, New York.

BILL PABST, manager of KFRC San Francisco and during the war attached to the aviation section of the Navy as lieutenant, has passed his examination for a private pilot's license.

COMMERCIAL

HERMAN (Sunny) FIELDS has been appointed commercial manager of WPAT Paterson replacing LEWIS A. KING, who has opened his own station representative office.

GEORGE DIEFENDERFER, on leave from NBC Chicago sales department since March 1943 as a Navy lieutenant, returned to his former post Oct. 2. He replaces LOU TILDEN, who resigned Sept. 1 to head radio department of Sherman & Marquette, Chicago.

TOM MALONE, former salesman for Spot Sales and previously with WABC New York, has joined the sales staff of Adam J. Young Jr. Inc., New York.

RICHARD GERKEN, released from the Navy after four years service, has joined the WPAT Paterson sales force.

W. L. RAMBO, formerly in charge of advertising and public relations for Associated Telephone Co., Santa Monica, Cal., has joined KMPC Hollywood as account executive.

CHARLES RYDER, auditor and comptroller of KNX Hollywood, has been elected to Hollywood Kiwanis Club board of directors.

BABETTE RYAN, traffic manager of WIP Philadelphia, has resigned to join American Broadcasting Co., New York.

BOB RUSSELL, manager of the Chicago office of Adam J. Young Jr. Inc., has become a stockholder in the corporation.

WILLIAM HUTT, formerly with KOTN Pine Bluff, Ark., is now local time salesman with WKY Oklahoma City.

KSAN San Francisco has appointed William G. Rambeau Co., Los Angeles, New York, as exclusive national representative.

V. N. (Bud) SPRINGGATE, sales manager of KXOK St. Louis, and BOB TERRY, publicity director for station, are in Chicago to contact advertisers, network and trade papers.

JAMES A. HAGAN, commercial manager of WWNC Asheville, N. C., is on business trip to Chicago and Cincinnati and is to leave for New York upon return to station.

JOHN G. HOAGLAND, former captain in AAF, has joined the New York sales staff of American.

WILLIE KISSICK, account executive for four years with Spot Sales, Chicago, is now manager of the Chicago office of Joseph Hershey McGillvra Inc. He is assisted by BILL SAUERSTROM.

JAMES W. LeBARON, former manager of Chicago office, is new sales manager of New York office.

SGT. MARIE A. HIGGINS, former NBC traffic clerk, was pictured in an AP Radiophoto in the New York Times Sept. 27 as she greeted Generalissimo Chiang Kai-Shek in Chungking.

Once-In-A-Lifetime

OPPORTUNITY

for

STATION MANAGER

An important network station, independently owned, on regional channel has a once-in-a-lifetime opportunity for a thoroughly experienced station manager. Station has high production standards, sales leadership and top audience ratings. Successful applicant will have the opportunity and responsibility of guiding station to even greater standing. Every applicant's background will be thoroughly investigated. Salary commensurate with ability. Write fully. Negotiations in strictest confidence.

Box 271, BROADCASTING

Krents Opens Office

MILTON E. KRENTS, radio director of the Council for Democracy and the American Jewish Committee for nine years, will open his own offices in New York shortly as a program consultant, specializing in public service broadcasts. He plans to produce public service programs for organizations and will package shows for commercial accounts, continuing his work with the American Jewish Committee's radio activities, producing *Eternal Light* on NBC. Mr. Krents during the war was radio adviser to the Office of Civilian Defense in Washington and was a member of the radio committee of the Writers' War Board. Among his network productions were Stephen Vincent Benet's *Dear Adolf* programs in 1942; the *Day of Reckoning* broadcasts in 1943; *Listen to the People*, by Benet, and Morton Wisbengrad's *The Battle of the Warsaw Ghetto*.

Reprints of letters received from Adolph J. Rahm, Jr., president of the St. Louis Newspaper Guild; and William J. Gibbons, president of the St. Louis Typographical Union, who was chairman of the Inter-Union Conciliation Committee.

Phone: CHestnut 7046

ST. LOUIS NEWSPAPER GUILD
Local No. 47, American Newspaper Guild, C. I. O.
LOUDERMAN BUILDING 317 North 11th Street
ST. LOUIS, MO.

September 10, 1945.

Mr. George M. Burbach,
c/o Radion Station KSD,
St. Louis Post-Dispatch,
12th and Olive,
St. Louis, Missouri.

Dear Mr. Burbach:-

May I express the sincere appreciation of the St. Louis Newspaper Guild and the Inter-union Conciliation Committee for the fair and objective manner in which your station presented the news arising from the carrier's strike and the lock-out of other employes of the Pulitzer Publishing Company during the period from August 16 to September 7, 1945.

Despite the terrific handicap under which your news gathering forces had to operate during this period, the presentation of news on KSD was fair, accurate and impartial.

May I congratulte you and the members of your staff upon the attainment of such a high degree of journalistic objectivity.

Sincerely yours,
Adolph J. Rahm

September 13, 1945

Mr George M Burbach
General Manager
Radio Station KSD
1111 Olive Street
St Louis, Missouri

Dear Mr Burbach:

During the twenty-two days when the three St. Louis daily newspapers were not published, the news department of KSD had the assignment of reporting a labor dispute that involved six newspaper unions.

It is our unanimous opinion that in carrying out this difficult assignment KSD set a new standard for radio news reporting. The issues involved and the day to day developments were presented to the public over KSD in an impartial and unusually thorough manner.

May I also take this opportunity to thank you for inviting the various union presidents to speak over KSD the night the settlement was reached.

Yours very truly
William J. Gibbons
President, St Louis Typographical Union No. 8
Chairman, Inter-union Conciliation Committee

Which St. Louis Station?

During the five-day period, August 24th to 28th, while the St. Louis newspaper strike was in its second week, Edward G. Doody & Company, radio research bureau, asked 2,624 St. Louisans this question:

Which Radio Station Have You Been Listening to Most for News Broadcasts During the Newspaper Strike?

Of the 2,135 listeners who expressed a preference, the answers were:

K S D — 40.4%

STATION "B"	28.1%
STATION "C"	14.2%
STATION "D"	10.1%
ALL OTHERS	7.2%

At a time when RADIO was virtually the sole source of News in St. Louis, KSD's traditional thoroughness and reliability of news coverage—and KSD's policy of not permitting its news broadcasts to be interrupted by middle commercials—made possible this re-affirmation of KSD's position as the station which more St. Louis listeners prefer for the NEWS.

From August 16th to September 7th, when publication of St. Louis' three daily newspapers was suspended because of a Newspaper Carriers' strike, Radio Station KSD not only strived to provide as many regular newspaper services as it possibly could, but also endeavored to cover the news of the strike with the maximum thoroughness and impartiality. The degree of success which attended KSD's efforts in both respects is reflected in the survey results reprinted in the lower left-hand corner of this page, and in the letters reprinted above.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

Editorial

FCC Speed-Up

RADIO'S GREATEST grapple is on. Government, broadcasting art and manufacturing industry are in the throes of allocation developments as they affect FM, television, facsimile.

The extent to which these services, which spring from the vacuum tube, will grow and thrive depends basically upon the allocations provided. There's the question of regulations.

FM allocations are all but fixed. The story of unlimited facilities and ample room for thousands of stations no longer fits. There will be more stations, of course, but the number will be limited in the larger markets. So there will be freer competition, but not *free* competition that was so fervently sought.

In television, at this stage, there will be very few facilities in the larger markets, so limited that the FCC proposes rules which would require time-sharing—only six hours a day is proposed. Yet secondary areas could get more facilities than they would ever need. This, the FCC says, will be only temporary.

The question naturally arises as to whether a station, operating only six hours daily, can support itself. Television will have to pass through a developmental stage of red ink, as did aural broadcasting. But the cost factors are considerably higher, not only as to basic equipment but in programming. The labor factor probably is the biggest single item.

There's no doubt about the effect of these factors upon prospective applicants. Many present-day licensees aren't as enthusiastic about getting into these new fields as they were. A good portion of them never were very anxious anyway. Then, the writing of stringent regulations to govern these services even before they are under way has dampened the ardor both of licensees and newcomers.

The FCC has a tough job in getting these new services started on the right foot. It is deplorably understaffed in both its engineering and legal departments. It is determined not to become the bottleneck.

But isn't the FCC making haste too quickly? Its mandate from Congress in the Communications Act is to encourage the wider and more effective use of radio. By throwing regulatory road-blocks in the paths of the new services it can hardly be encouraging new capital—or even old—into these fields.

Hit-and-Run

JIMMY PETRILLO, the sour grape merchant, has pulled his hoodwink-Houdini act again.

Nettled by the NABET victory over his AFM in the matter of platter-turner jurisdiction, he interrupted musical programs on NBC because two affiliates—WSMB New Orleans and WAPO Chattanooga—hadn't capitulated to local union demands. Then he disappeared.

It's time for Congress to blow the whistle on this concertmeister of the brass section.

Vitamin NAB

A REVITALIZED NAB under its new president, Justin Miller, moved with swift certainty against mountainous problems last week.

Immediate action was taken by the Board toward developing an expanded Labor Department.

A plan for a series of news clinics was adopted.

Meetings were held with representatives of FMBI . . . meetings which should lead to abolition of the duo-association setup.

Indeed, the staid NAB, plodding along with Percheron purpose, suddenly broke into a colt-like canter.

There has not been as much action in organized broadcasting circles since Paul Porter became Chairman of the FCC and the Great Paper Flood burst the tidewalls of the Commission licensing division.

Amidst this bustling activity, Justin Miller moved quietly and cautiously. He was listening—and learning. He has demonstrated insight and courage, but even more important, a quality of restraint which personifies the practiced jurist.

Of significance among the developments attending the Board meeting was the parley with representatives of the FMBI. The NAB with more firmness than it has heretofore demonstrated indicated that it is not an Association of Amplitude Modulation Broadcasters. In fact, it does not modulate in any direction, up or down or back and forth. It is—and it always has been—a broadcasters' association, and that encompasses all forms and degrees of the art: AM, FM, TV derivatives thereof.

There is a basis now upon which FMBI can afford to dissolve its organization and unite with NAB. The latter probably should establish an FM department—yes, and a television department, also.

The decision to expand its labor department activities is a wise one. In the new forms of broadcasting which the future betides, problems of labor relations will be multiplied. An intelligent pattern for handling them should be established now.

There was a great deal of discussion about improving the public relations effort of the NAB, the spearhead operation of any association. Much more will be heard about this, and soon.

Judge Miller's scholarly inaugural address was received with attention. He marked carefully the pattern he would follow in leading the art to a fuller life of service by the American system. He had, in a letter, the blessing of President Truman, who wrote: "Past achievements (of broadcasters) further demonstrate that those who have developed the service to its present state are not content with merely maintaining the status quo."

It appears that the NAB is awakening. This is not intended as a reflection upon those who preceded Judge Miller, but a reflection in fact upon the membership which has stood at dead calm for too long on association matters. Judge Miller becomes the spark to rekindle enthusiasm. Let us hope that he has lasting qualities and will, under adversity and beyond the flush of inaugural impetus, keep burning brightly the will of the members to build for better days.

Our Respects To —

ALCUIN WILLIAMS LEHMAN

IN THE SPRING of 1929, A. W. Lehman, then assistant to the managing director of the Assn. of National Advertisers, was given the job of compiling available information about radio as an advertising medium. This assignment proved something of a stickler. While a number of advertisers had used radio with varying success, Al could find nothing that came under the head of basic statistics.

Then Eastman Kodak Co. passed on to other ANA members some figures on listening to its program, based on interviews conducted by Crossley Inc. Other sponsors engaged this research firm to make similar interviews for them and early the following year "The Advertiser Looks at Radio", written by Archibald Crossley and edited for the ANA by A. W. Lehman, was distributed to advertisers and agencies.

This volume, the first overall report on radio listening—dealing with such topics as potential audience, comparative popularity of networks, record broadcasting, best selection of programs, when people listen, measuring a program's effectiveness, broadcasting's accomplishments and its cost—clearly showed the need for a continuing audience measurement service. Crossley on March 1, 1930, began field work on the first industry study, working with an advisory committee of advertiser and agency research men called the Cooperative Analysis of Broadcasting, of which Al was secretary.

Four years later, when the CAB took over supervision and sale of the radio surveys, operating on a mutual basis as a membership organization, Al was appointed secretary and general manager, supervisory head of the entire CAB operation. Aften ten years in this post, on March 1, 1944, he was elected president of the CAB, his present position.

Looking back on 15 years of radio research, Al said recently that when the CAB was formed the national advertisers didn't know whether radio was a real medium of communication or just an expensive plaything, let alone whether it was a primary or a secondary advertising medium.

"These questions answered themselves as knowledge about radio became available," he declared. "I have come to think that the difference between whether any medium is primary or secondary depends on how much knowledge we have of it. If a medium slips behind in supplying that knowledge it tends to become a secondary medium. Today, as a result of the work of the CAB and other radio research

(*Continued on page 48*)

KOIN *Vitalizes a Vision*

KOIN vice-president Arthur R. Kirkham confers with Pacific Northwest Trade Association leaders on this area's potential future. Broadcast participants (left to right): Kirkham, Frank E. McCaslin, president Portland Chamber of Commerce; John A. Laing, association director; and S. S. McKeen, Vancouver, B.C., president of the association. Seated with backs to camera (from left): Kemper Freeman, Seattle businessman and E. G. Rowebottom of Victoria, deputy minister of Trade and Commerce for British Columbia.

PEACE finds the Pacific Northwest ready, willing and able to cut loose and hit its postwar stride. Foreign trade looms large on the horizon. Our scenic-endowed playgrounds are destined to become the nation's No. 1 mecca for tourists. Abundant hydro-electric power beckons manufacturers. Lumber and agriculture are "solid".

UPON THE PEOPLE depends this future. "Where there is no vision, the people perish."

KOIN encourages Northwesterners to keep dreaming and reaching, planning and working for the Greater Pacific Northwest. The station's postwar development department is in good working order. This is exemplified by its detailed news-and-interviews coverage of the recent PACIFIC NORTHWEST TRADE ASSOCIATION meeting in Portland.

It takes an **INFORMED** *community to insure a sound future*

KOIN CBS

PORTLAND, OREGON

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

Respects

(*Continued from page 46*)

groups, we have a superabundance of knowledge about radio that makes it probably the most primary of all media, despite the lack of 'circulation records' such as are available in the publication field.

"Radio couldn't have an Audit Bureau of Circulation," he stated, "so it had to develop new research techniques. Paradoxically, radio has been so successful in supplying information that makes it easy for the advertiser to spend his money intelligently in radio that it has forced other media to follow its example."

In addition to his radio research activities, Al has played a prominent part in new research techniques for other media. In 1941 he resigned from the ANA to open a joint headquarters for the CAB and the Advertising Research Foundation, of which he was then technical director and is now managing director. From the spring of 1943 to July 1944, Al was managing director of the Traffic Audit Bureau, a tripartite effort of the ANA, AAAA and Outdoor Advertising Assn. of America, continuing as technical consultant until January of this year.

Alcuin Williams Lehman—the first name is for the educator at Charlemagne's court for whom Al's father, a minister of the Dutch Reformed Church, had a great admiration; the second is his mother's maiden name—was born June 13, 1897, on East Steuben, N. Y. Following the first world war, in which he was stationed at Fort Ontario, Oswego, N. Y., where he recalls most vividly sentry duty "keeping the Canadians from invading the United States," Al entered New York U.'s School of Commerce. Following graduation in 1923 he spent several years in merchandising, but when the chance came to join the ANA staff in 1928 he left the chain store business flat.

Married to the former Adelina Perrotty, Al lives in midtown Manhattan. He is currently between hobbies, since the transportation situation has curtailed his landscape gardening experiments as a weekend farmer and he is too busy for tournament bridge. He is a member of the executive committee of the Market Research Council; chairman of the N. Y. U. School of Commerce Alumni Committee for the Employment of Returning Veterans, and a member of the Albany Society, American Marketing Assn. and Radio Executives Club.

Fightcasts for Vets

VETERANS at 30 military hospitals can now hear Friday night fight broadcasts the morning after. Gillette Safety Razor Co., Boston, is transcribing the bouts, including commercials, for the hospitals in the eastern time zones, under the auspices of J. P. Spang Jr., president of Gillette. Previously the boys were unable to hear the bouts because of the 10 o'clock "lights-out" order in hospitals. In addition to the broadcasts on American, Gillette sponsors the bouts on WNBT, NBC video station, and in September renewed for another 52 weeks. NBC, DuMont & GE have given about 60 television sets to the hospitals in the area, so bouts also may be viewed via video. Agency is Maxon Inc., New York.

OPERATING LICENSE for walkie-talkie communications system has been issued by FCC to Paramount Pictures Inc., and device is being used in film location work at Flagstaff, Ariz.

Allied Arts

JOHN BODNER has been named manager of the chain of retail radio set and service stores operated by FM Radio & Television Corp., Riverside, Cal. He has been with Brush Electric Co. handling RCA retail contracts in New York state.

RALPH L. POWER Adv., Los Angeles, has re-established its export division and will act as agent for stations, networks, agencies, program and script firms in Australasia. Clients include Victorian Broadcasting Network; Broadcast Entertainment Pty; Central Murray Broadcasters, Pty; Western Province Radio Pty; stations 2UE 3HA 3TR 3SH.

CARLTON KADELL, Hollywood announcer, has been elected president of Los Angeles chapter of AFRA succeeding **KEN CARPENTER**. Latter remains a board member. Other newly elected officers include: **GEORGIA BACKUS, FRANK MARTIN, JAMES DOYLE, CARL BAILEY**, first to fourth vice-president respectively; **JOHN KENNEDY**, treasurer; **ERIC SNOWDON**, recording secretary. New board members are **HAL BERGER, THEODOR VON ELTZ, CATHERINE LEWIS, WALLY MAHER, PENNY SINGLETON, PAUL McVEY, FRANCES LANGFORD, SALLY SWEETLAND**, Mr. Bailey, Mr. Martin, **BILLY GOULD**.

KFI Los Angeles has set up a special transcription and recording service department which is available to advertising and talent agencies. **LYMAN SMITH** is in charge as manager.

CHARLES C. FLARIDA Jr., executive with Stewart Brown & Assoc., New York, prior to service with the Army, has established his own market research organization known as Charles C. Flarida Jr. Inc., located in the Graybar Bldg., New York.

CHARLES REED JONES, for eight years director of advertising for Republic Pictures Corp., New York, has resigned to join Song Lyrics Inc., New York, as editorial director of Song Hits, Latest Hit Songs, Movie Songs.

WARNER TOUB, released from AAF, has joined radio department of Ken Dolan & Co., Hollywood talent service.

ABNER J. GELULA & ASSOC., Atlantic City, is to open offices in Philadelphia to augment service in public relations, labor relations and advertising.

C. E. HOOPER, president of C. E. Hooper Inc., will address opening fall luncheon meeting of the radio group of the American Marketing Assn., Oct. 18, at Sheraton Hotel, New York.

PAUL GARDNER, formerly with script department of American, joins Tune In Oct. 15 as associate editor.

FRANK HEALY has resigned from A & S Lyons Agency, Beverly Hills, Cal., talent service, to set up his own radio packaging organization.

HARRY J. VINES has been elected vice-president of Zenith Radionics Corp., New York, subsidiary of Zenith Radio Corp., Chicago. Mr. Vines has been general manager of the distributing firm.

GRACE KING, former secretary to **BOB NOVAK** of Mutual's production staff, has joined Mildred Fenton Productions, New York.

If ever a city bulged with buying power, it's South Bend, Indiana!

South Bend bank deposits approach $110,000,000.00, 2½ times greater than the boom year 1928!

War Bonds *held* by South Bend citizens are well in excess of $132,000,000.00!

South Bend postal savings, more than $8,000,000.00, lead the entire state of Indiana.

Remember this, too—today, with taxes on a "pay-as-you-go" basis, South Bend's 250 million dollar backlog represents real NET buying power.

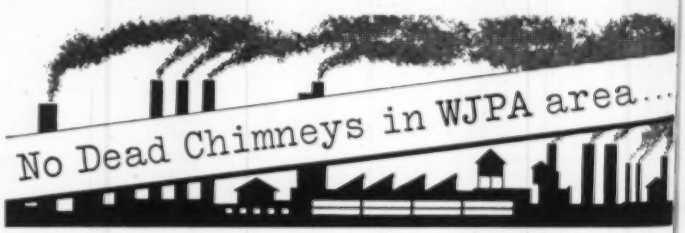
Our latest Hooper is convincing proof that the way to tap this bonanza is through WSBT. Send for a copy—

COLUMBIA NETWORK

WSBT
SOUTH BEND

960 KC
1000 WATTS

Paul H. Raymer Co., National Representatives



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals and glass. . . NO RETOOLING---NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania---SELL them through WJPA.

MUTUAL NETWORK

JOHN LAUX, Managing Director

For further details on Friendly Group Stations, write
SPOT SALES, New York, Chicago, San Francisco, Los Angeles

WSTV WFPG WJPA WKNY

THE FRIENDLY GROUP

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

Western Electric

is taking orders NOW

Our wartime job as the nation's largest producer of communications and electronic devices is nearing completion and we're ready to take your order for equipment, at firm prices, without priorities or certificates. Some of the equipment listed is ready for immediate delivery, other items will be ready soon. Orders will be filled in the order in which they are received.

See your Graybar representative for the latest information on equipments in stock, and the delivery dates for other apparatus.

AM TRANSMITTERS: 250 Watt to 50 kw.

FM TRANSMITTERS: 1, 3, 10, 50 kw.

SPEECH INPUT EQUIPMENT: 23C, 25B and 22D.

MICROPHONES: 632A, 633A and 639A and B.

PHASE MONITOR: 2A.

AMPLIFIERS: 106A, 117A, 118A, 120B, 124A through G, 129A, 130A, 131A, 132A, 133A, 1126B and many others available now.

REPRODUCER: 9A.

SPEAKERS: 750A, 751B, 753B and C, and others.

TUBES: Standard tubes for broadcasting and allied fields are currently available.

ANTENNA EQUIPMENT: Line branching, phasing and coupling equipment with accessories—1 kw to 50 kw.

PLUS Panels, receivers and attachments, rectifiers, and accessories.

Buy all the Victory Bonds you can —and Keep all you Buy!

Western Electric

Distributed by GraybaR Electric Company

buy
Durham
N. C.'s
2nd city
retail
sales*
WDNC

COLUMBIA NETWORK

★ $54 million
(Sales Management)

Represented by Howard H. Wilson Co.

PRODUCTION

WILLIAM TROTTER, former production manager of WHBQ Memphis, is now supervisor of production and programs at WNOX Knoxville. **CHARLES PLANCHARD**, former program director at WJBO Baton Rouge, La., to WNOX as announcer.

DEANE MOORE, announcer, and **TINA MONSELLO**, switchboard operator of KHJ Hollywood, were married in that city on Sept. 26.

BOB DWAN, released from Maritime Service, has resumed post as NBC Hollywood producer.

PAGE GILMAN, who portrayed Jack Barbour in NBC "One Man's Family" before joining the Army, has been promoted to first lieutenant and is assigned to staff of commanding general at Korea. He is son of **DON E. GILMAN**, formerly American western division vice-president.

DICK BERTRANDIES, former producer of KPO San Francisco and recently released from the Navy as lieutenant, has returned to the KPO-NBC staff.

WALT HARRIS, announcer, from KIRO Seattle, to KFRC San Francisco.

ANDY PHILIP, formerly of CFGP Grande Prairie, and **JOHN BISHIPRIC**, recently released from the RCAF, have joined the CJCA Edmonton announcing staff. **VIRGINIA THYNE**, **PEGGY MILLER**, and **WALT RUTHERFORD** have joined the CJCA continuity staff.

BILL SULLIVAN, formerly with WKNE Keene, N. H., has jointed announcing staff of WFEA Manchester.

FRANCIS McNERNEY, known as "Maumee Valley Squire" on WTOL Toledo, O., is father of a girl.

KARL NELSON, chief announcer of WTOL Toledo, O., before entering AAF in early 1943, has returned to the station as program manager. He made 68 combat missions as B-26 pilot in Europe.

GEORGE W. TOMLINSON, formerly with KOMA Oklahoma City, and **JACK GULLER**, formerly with WBOC Salisbury, Md., are new additions to announcing staff of WSSV Petersburg, Va.

LUELLA HOSKINS, former acting chief and program supervisor of the radio section, Office of War Information in Cairo, Egypt, is now chief, radio section, public information bureau of the North Atlantic area of the American Red Cross.

CAROLYN FRIDAY is new vocalist on WKY Oklahoma City.

BOB GOTSCH, record turner at KXOK St. Louis, has returned to the station after six months service with Merchant Marine.

WALTER DANNER, office manager of CBS research department, is father of a girl.

ZEKE MANNERS and his hill-billy music starts Oct. 8 Monday through Friday 4:30-5 p.m. on WINS New York. Manners was recently released from the Army and previously had been on the air for 15 years.

NORMAN CORWIN, CBS writer-producer, will speak at the Boston Book Fair Oct. 17 and on Oct. 18 will be first lecturer in a "Meet the Author" series of talks to be given at the Boston Public Library.

EDDIE DUNN is new announcer on Procter & Gamble Co. "Rosemary" daytime serial program on CBS for Ivory Flakes.

GORDON HEATH, announcer at WMCA New York, has been granted a leave of absence to play a leading role in the New York stage play, "Deep Are the Roots".

JEFF RADLEY, announcer of WPEN Philadelphia, is suffering from a nervous breakdown.

JOHN DORIAN, released from U. S. Maritime Service, has joined announcing staff of WFIL Philadelphia. He formerly was with WCOL Columbus, O.

PETER ARNELL, former announcer of WPEN Philadelphia, has been signed for commentaries for Paramount newsreels.

LEON BARZIN, conductor of WQXR New York orchestra, will be guest conductor of Buffalo Philharmonic Orchestra for two concerts of that society on Nov. 16 and 20 at Buffalo.

ELLIOTT ROBERTSON, staff writer of NBC central division press department, Chicago, has been transferred to division's program production department.

JIM CAMPBELL, former American Broadcasting Co., Chicago, announcer, is now freelancing in Chicago.

GRACE M. JOHNSEN, director of women's and children's programs at American, speaks on "Broadcasting for Children" at the meeting of the Pioneer Radio Council and Parent Teachers Assn. of Springfield, Mass., Oct. 8.

DON BESTOR, conductor of "Gloom Dodgers" on WHN New York, is composer of "Avenue of the Americas March", to be played in connection with the ceremonies changing the name of Sixth Avenue, New York, to the Avenue of the Americas on Oct. 20.

MARTHA MICKEL, formerly with KINY Juneau, Alaska, and at one time with WWDC Washington, is new member of continuity staff of WOWO Fort Wayne, Ind.

BOB DODD succeeds **CHARLES MURPHY** as announcer at WDAY Fargo, N. D. Murphy is now with KIRO Seattle.

CARROL SMABY, after three years service overseas with the Army, has returned to WDAY as staff pianist. **WARREN GERRELLS**, former vocalist with Horace Heidt orchestra, has rejoined WDAY as vocalist. **LARS BIRKLID**, known as Texas Ranger on WDAY, returns to station Oct. 15.

JACK MYERS has shifted from New York to Hollywood as assistant to **BUD EDWARDS**, western division program operations manager of American, and **PAUL GATES**, in charge of night program operations.

GALE GORDON, released from U. S. Coast Guard, has resumed his role as Mayor La Trivia on NBC Fibber McGee & Molly show.

MEL KAMPE, former program director and for eight years with WIL St. Louis, has joined advertising production staff of St. Louis Globe Democrat.

EDWARD DENKAMA, at one time with WOOD WLAV WKZO and for past two years production superintendent with King-Sealy Corp., has joined announcing staff of Associated Broadcasting Corp.

ERNIE NEFF has been named m.c. of WCAE Pittsburgh early morning "Wake Up" program, heard six-weekly 6:45-8 a.m.

AL POSCA, released from the Navy, has rejoined KFI Los Angeles as announcer-producer.

JOHN CONTE, former announcer-m.c. on NBC "Maxwell House Coffee Time" and now in the Army, has been assigned to Armed Forces Radio Service, New York, shortwave operations.

BILL STELL, conductor of the "Mail Bag" on WRNL Richmond, returned to the station last week following release from the Army.

LT. JAMES D. CLARK, released from the Army, has returned to announcing staff of WRVA Richmond. He was communications officer of a P-47 group, 9th Air Force, in the ETO. **LT. JOHN TANSEY**, also a former WRVA announcer, is expected back on the staff following discharge from the Navy.

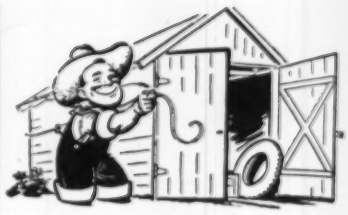
LEE BOLEN, technical engineer of KHJ Hollywood, has been named staff producer.

GLENN GARDINER, former RCAF lieutenant who was German prisoner of war for three years during which time he continued almost constant voice practice, has started new Sunday evening musical program on CJBC Toronto.

HAROLD HILL, Marine Corps veteran formerly with WMPS Memphis, has been added to announcing staff of WCBI Columbus, Miss.

CHARLIE SCHENCK has taken over direction of "Young Dr. Malone", Monday through Friday 1:45-2 p.m. on CBS.

WALLY GRANT, released from RCAF, has returned to the production staff of CKMO Vancouver, after five years overseas.



SOMETHING
NEW WILL
BE ADDED!

And if the old garage can't hold it—he'll build another!

Right now Iowa farmers are buying everything they want and can legitimately obtain. As restrictions are lifted and other articles again become available, their purchasing power is going to surprise many a manufacturer.

The tip-off lies in the state's average farm income. In '43 it was $7,672. last year at least 20% more. *And it's still mounting.* What it amounts to is a newly discovered market for luxury items!

So maybe you think such prosperity has caused Farmer Bill and his mates to go high-hat and develop new tastes? Not if you know Iowa! In radio, for instance, they still show their preference for KMA's simple, wholesome entertainment programs and ample, authoritative farm-news broadcasts by favoring us with more than twice as much listener-mail as any nearby station receives. Doesn't that prove that as a full-time farm station—the only one in these parts—we're on the right track?

Write for KMA's unusual story. Or call Free & Peters!

KMA

BLUE NETWORK
AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES
AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

AFFILIATED WITH

AMERICAN BROADCASTING CO. INC.

You don't need to s-t-r-e-t-c-h your imagination to see Oklahoma Network's Concentrated 7 Major Market Audience . . .

Yes, you reach a BIG segment of Oklahoma's buying power through the 7 Oklahoma Network Stations—for approximately HALF THE COST of any two of Oklahoma's highest-powered stations. If you can't use all 7 stations, you can use as few as 3 on the network rate. Penetrate the markets having the best post-war permanent buying income . . . with the OKLAHOMA NETWORK . . . the stations which have dominance in their markets—most of them ALL OF THE TIME!

One Contract—One Contact—One Statement!

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

ASSURES YOU *Audience* IN THE RICHEST MARKETS IN OKLAHOMA

OKLAHOMA NETWORK

ROBERT D. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA

KADA—Ada
KBIX —Muskogee
KCRC —Enid
KGFF —Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO —Ardmore

THANKS, VARIETY—
AGENCIES AND AUDIENCE THINK
HERSON IS FIRST TOO!

Bill Herson's
"COFFEE WITH CONGRESS"

"FIRST REALLY DIFFERENT PROGRAM WITH A CAPITOL HILL FLAVOR TO COME OUT OF WASHINGTON"

. . . so says VARIETY

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. — It's another "First" for WRC . . .

First time members of Congress have been informally interviewed in their homes—over the breakfast table. Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Herson is Washington's No. 1 morning personality. For spot availabilities see NBC Spot Sales.

FIRST in WASHINGTON
WRC NBC
Represented by NBC SPOT SALES

AGENCIES

BROWN & WEIR Inc., New York, is new agency located in Fisk Bldg. scheduled to open early this month. **STANLEY A. BROWN** is chairman of the board and **WALTER WEIR**, president. Both were associated some years ago in agency headed by Mr. Brown. Mr. Weir most recently was chief of the creative department of Kenyon & Eckhardt, New York.

JOE H. LANGHAMMER, formerly operator of his own agency and for three years an account executive with Bozell & Jacobs, Shreveport, La., and Omaha, is now an associate in R. D. Putnam Co., Omaha agency.

Mr. Langhammer

HERBERT T. LORENTZEN, former president of H. T. Lorentzen Inc., New York, has been appointed an account executive of Needham & Grohmann, New York.

HARRY H. BARNHARDT Jr., formerly with J. M. Mathes Inc., New York, has joined the creative staff of Lennen & Mitchell, New York.

R. L. LENHART, former account executive with Marschalk & Pratt, New York, has joined the creative staff of Erwin Wasey & Co., New York.

BELMONT FREIWALD, on terminal leave from the Army where he served as captain with a troop carrier squadron in ETO, has returned to Freiwald & Coleman, New York. He is a partner of the firm.

ARCH MACDONALD, formerly with the Leo Burnett Agency, Chicago, has joined the San Francisco office of Botsford, Constantine & Gardner.

WILLIAM RAYBURN, for 17 months with armed forces and previously in CBS promotion department, to copy staff of Benton & Bowles, New York.

HAL STENDEL, former assistant secretary in charge of national promotion for the National Cathedral, Washington, D. C., has joined The Mayers Co., Los Angeles, as executive assistant to

HENRY MAYERS, agency partner. **LEE RODDY**, former writer-producer of KMPC Hollywood, has been added to radio department of The Mayers Co. **JACK SHARP**, formerly in charge of radio commercials at Ruthrauff & Ryan, Chicago, has joined Earle Ludgin & Co., Chicago, as client contact and to do all-round creative work.

LT. HARVEY SPIEGEL has returned to Wm. H. Weintraub & Co., New York, as assistant to the research director after 33 months overseas as B-25 pilot.

RICHARD F. SHEEHAN, formerly with J. Walter Thompson Co., and **JAMES L. BRESLOV**, formerly with Young & Rubicam, have joined the copy department of William Esty & Co., New York.

RICHARD WYLLY, released from the Marines and former copywriter with Blackett, Sample & Hummert and Lord & Thomas, New York, has joined the copy staff of Ted Bates Inc., New York.

WILLIAM STROSAHL, associated with William Esty Co., New York, for four years, has been appointed vice-president of the agency.

TEX WEINER, former head of the OPA radio division, New York, will join Chernow Adv. Agency, New York, as director of radio, effective Nov. 1.

VERA EIKEL has resigned as administrative assistant to **WALTER CRAIG**, radio director of Benton & Bowles, New York.

FRANK WOOD, formerly with Penman, Nell Adv., Seattle, has joined R. W. Webster Adv., Los Angeles, as production manager.

LES. CHITTY, radio time-buyer at Cockfield, Brown & Co., Toronto, and formerly of Montreal office of the agency, has been appointed media manager of the Toronto head-office of agency. He is succeeded by **P. C. LOGAN**, formerly of the Montreal office and recently released from RCAF.

REED ROLAND, formerly with National Export Adv. Service, has joined the foreign department of McCann-Erickson, New York.

NORMAN E. KRAFF has resigned as director of new products of food division of Russel M. Seeds Co., Chicago.

ELIZABETH JORDAN, formerly with the music, production, and commercial program departments of NBC and Blue, has joined Advertising Research Foundation.

JOSEPH CESARE, with Ruthrauff & Ryan for 13 years, has joined Hill Adv., New York, as vice-president.

COL. BYRAN HOUSTON, assistant to the director of War Dept. Bureau of Public Relations for Procurement, Washington, is to return to Young & Rubicam, New York, as vice-president and stockholder.

FRANK BROMBERG, formerly with Diener & Dorskind, New York, has joined Ellis Adv., New York, as vice-president and account executive.

CLARENCE S. LUND joined J. Walter Thompson Co., Chicago, Oct. 1 as account representative on Swift & Co. account after 9½ years with that firm. The last three years he served as Swift advertising manager.

JIM FONDA, released from the Army after being assigned to AFRS for 2½ years, has rejoined radio division of Foote, Cone & Belding, Los Angeles.

GRACE WILCOX has resigned from Hollywood publicity staff of J. Walter Thompson Co. to write book on American life.

GARTH MONTGOMERY, originator of the "Chiquita Banana" commercial jingle, and formerly radio copywriter at BBDO New York, has joined Geyer, Cornell & Newell, New York, as radio copywriter.

JOHN CHRIST, released from the Navy as lieutenant, has rejoined the Hollywood radio production staff of J. Walter Thompson Co.

HAL DAVIS, released from the Navy, has been appointed radio publicity director for Kenyon & Eckhardt, New York. Prewar, Davis had his own publicity agency.

ROGER P. SMITH, former assistant advertising manager of Pratt & Whitney division of Niles-Bement-Bond, West Hartford, Conn., is new art director of Lindsay Adv., New Haven.

SGT. STEPHEN I. SMITH, account executive of Henry J. Kaufman & Assoc., Washington, D. C., now in the Army, has been awarded the Bronze

(*Continued on page 53*)

"WFDF Flint says we can have a new truck soon."

AGENCIES

(Continued from page 52)

Star Medal for meritorious achievement in the printing and production branch of Army information and education section in Mediterranean area. He helped effect restoration of productive capacity of Italian printing plants.

HERBERT SANFORD, Hollywood manager of N. W. Ayer & Son, is in New York for two weeks of home office conferences on new network sponsored programs to emanate from the West Coast.

MARK SCHREIBER, for several years commercial manager of KMYR Denver, has joined **CARL SALSTRAND** in the partnership and operation of Ball & Davidson, Denver advertising agency. A number of industrial accounts are placed by the agency in Colorado, New Mexico and Oklahoma, with substantial use of radio. Agency has been in business for a quarter-century.

LELAND SVANE, formerly advertising manager of Wesix Electric Heater Co., San Francisco, has joined Beaumont & Hohman, that city, as account executive.

KAL PESKIND has been made production manager of Robert F. Dennis Inc., Los Angeles agency. **NORMA SERVISS,** who formerly headed that department, is now account executive.

EILEEN COCHRAN, media buyer of Robert F. Dennis Inc., Los Angeles agency, is to marry Jim George, recently discharged from Navy service, on Oct. 25.

HAL LAWRENCE has joined Western Adv., Los Angeles agency, as production manager succeeding **KLINE LENTZ,** resigned.

G. F. GLASSER, president of Glasser-Galley & Co., Los Angeles, is in New York for two weeks contacting agency clients on winter advertising plans.

TED DAHL, Los Angeles manager of Garfield & Guild Adv., has resigned to join Charles H. Mayne Co., Los Angeles, as account executive.

BASIL W. MATTHEWS has resigned from Benton & Bowles, New York, to join Sherman & Marquette, New York, in an executive capacity on Colgate-Palmolive-Peet Co. account.

NORMAN HARTFORD, who formerly conducted a sports program on KGPJ and KRKD Los Angeles, has joined production staff of Advertisers Production Agency, that city.

BENN KAUFMAN, former manager of the wholesale merchandising division of Schenley Distillers Corp., New York, has joined Lennen & Mitchell, New York, as account executive.

DANA JONES Co., Los Angeles agency, has moved to new offices at 756 S. Broadway. Telephone is Tucker 6131.

JACK HOLMES, for eight years radio editor of downtown Los Angeles newspapers, has joined production staff of Campbell-Ewald Co., that city. His former duties have been taken over by Mrs. Holmes.

JENNISON B. PARKER, copy writer of The Mayers Co., Los Angeles agency, and Dorothy Summer, formerly of Cleveland, were married Sept. 29.

JIM MORGAN, former San Francisco writer-producer, has joined Raymond R. Morgan Co., Hollywood agency, in similar capacity.

EXECUTIVE STAFF of the new advertising agency of Kastor, Farrell, Chesley & Clifford Inc. is shown above (l to r): W. S. Chesley Jr., executive vice-president; C. E. J. Clifford, vice-president; John Van Horson, vice-president and treasurer; H. Kastor Kahn, president; William Farrell, vice-president and secretary. The agency has headquarters in New York and radio production offices in Hollywood. Organization was announced by H. W. Kastor & Sons [BROADCASTING, Oct. 1].

Package & Production Organization Announced

FORMATION of a new radio package and production company, James Stevenson Radio Productions, New York, has been announced by James Stevenson, former radio director of Gale Associates, New York, and George Silvers, formerly program creator and producer for Gale and prior to that producer-director and story editor for radio division of Associated Press. In addition to creating and selling package shows, company has set up a department to service out-of-town advertising agencies having no New York radio representation.

Esso Review

MARK WOODS, president of American, and A. Clark Bedford, executive vice-president of Standard Oil Co. of New Jersey, will participate Oct. 8 in special broadcast on WJZ New York, key station of American, commemorating 10th anniversary of the *Esso Reporter* on WJZ. To be broadcast following regular 6 p. m. Esso newscast, program will include resume of top events of the decade.

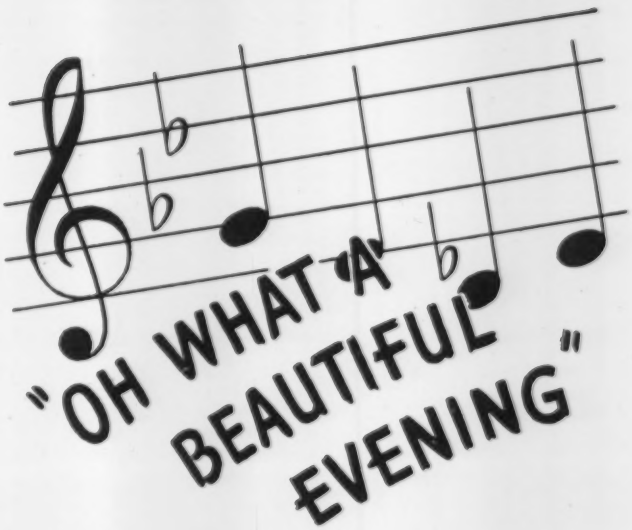
WPAY To CBS

WPAY Portsmouth, O., effective March 1, 1946, will join CBS. Now affiliated with Mutual, station is owned and operated by Scioto Broadcasting Co. and operates unlimited time with 250 w on 1490 kc.

"THE DOCTOR ON THE AIR"

Popular Medicine Programs backed by medical authority.

Script & talent complete

FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N. Y.
Wickersham 2-3638

when you have your advertising "pulling" on

WCPO

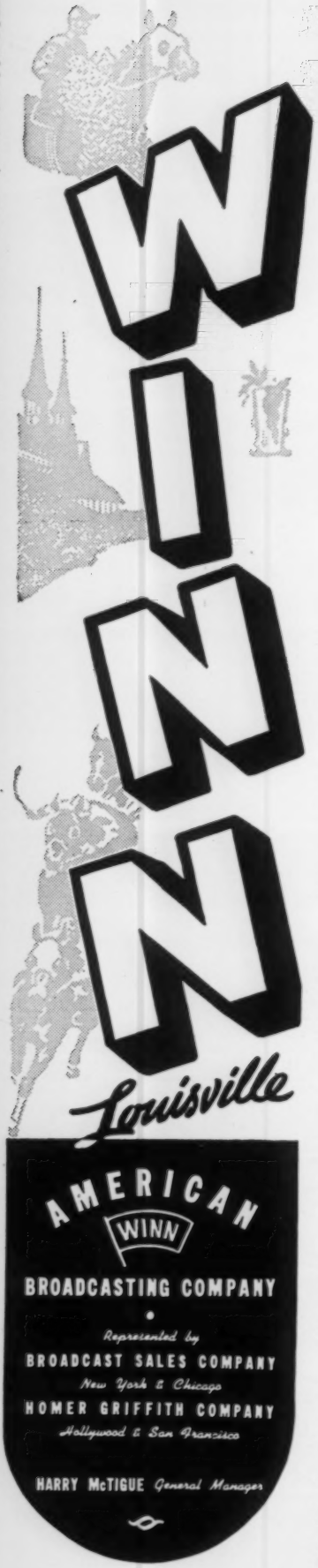
HOOPER INDEX • JULY-AUGUST 6:00 to 10:00 p. m.	WCPO	19.4
	STATION "A"	10.6
	STATION "B"	20.7
	STATION "C"	39.0
	STATION "D"	10.2

See the July-August Hooperatings for Cincinnati and your Branham Man for Availabilities . . .

Affiliated with The Cincinnati Post

WCPO CINCINNATI'S NEWS STATION

REPRESENTED by THE BRANHAM CO.



PROMOTION

Promotion Personnel

ROBERT Z. HALL, photo editor and member of American western division press relations department for 15 months, has been appointed West Coast publicity director for the network. He succeeds **MILTON SAMUEL** who resigned to become western publicity director of the bureau of industrial service for Young & Rubicam. One of the first West Coast radio editors, Mr. Hall held that post on the San Francisco "Call Bulletin" from 1933 to 1937. In addition he conducted commentary for the newspaper on San Francisco stations and also represented various trade publications in that area.

MARIE H. HOULAHAN, director of public relations for WEEI Boston, has been appointed chairman of the national publicity committee of the NAB Assn. of Women Directors.

ED CONNOLLY, formerly of CBS Radio Sales department and now promotion manager of WBT Charlotte, N. C., is father of a girl.

Kroger Campaign

POSTER-SIZE spiral bound promotion folder and idea outline for extensive local promotion campaign for transcribed series "Linda's First Love", sponsored by Kroger Grocery & Baking Co., Cincinnati, has been prepared for distribution to stations by Ralph H. Jones Co., Cincinnati, Kroger agency. Centering around wedding of "Linda", campaign is scheduled for Oct. 8 through Nov. 14 and is to include merchandise contests, publicity by 2,800 Kroger stores in 18 states, stunts, and special events.

Bicycle Rodeo

FOUR-WEEK safety campaign staged by WFOY St. Augustine, Fla., in cooperation with National Safety Council was supported by twice-daily 45-minute "Safety Parade" program, feature stories and items on other regular programs, spots and special announcements. Climax was bicycle rodeo in local stadium with beauty contest and cash awards. Local advertisers devoted commercials to campaign.

Guild Promotion

TO PROMOTE new program under sponsorship of U. S. Steel Corp. on American, WSGN Birmingham prepared and presented one week prior to debut of "Theater Guild of the Air" a half-hour program featuring music from past Guild programs tied in with descriptive and behind-the-scenes story of show. This was supported by display ads, car cards, letters and window displays.

WOV Promotion

WOV New York has issued a new promotional piece with large red call letters, WOV, printed separately on three sheets of 8 x 10 inch paper. Reverse sides explain appeal WOV programs have built up with Italian speaking residents of New York and also evening English speaking listeners.

NBC Recording Review

NBC Radio Recording division has issued "A War Record" booklet describing in text and pictures the constantly increasing use made of records in the war effort and the part played by the division in cooperating with the War, Navy and Treasury departments, the American Red Cross, OIAA and other agencies.

Reciprocal Promotion

WFIL Philadelphia and the Philadelphia Forum, an educational institution, have started a reciprocal promotion program for forum's 25th anniversary season during 1945-46. Forum stars, including Gen. Carlos P. Romulo, Sir Thomas Beecham, James Melton, Nathan Milstein and Vincent Sheean, will appear on WFIL during their Philadelphia visits. Station will be promoted in an advertisement in organization's monthly magazine which also will expand editorially to include a radio column written by a WFIL promotion staff member. In return WFIL will give air announcements and free guest time to further attendance at forum events and will distribute specially designed advertising during forum series. The Boston Symphony, broadcast over WFIL, is a forum feature.

Listener Luncheon

ANICE IVES, who conducts "Every-Woman's Club of the Air" daily over WFIL Philadelphia, will hold listener luncheon Oct. 18 at Adelphia Hotel. Pre-war listener luncheons drew about 1000 guests each week. Sponsors will participate in coming event by donating lobby displays, table gadgets, samples and gifts. Sponsor representatives will attend luncheon and WFIL stars will be included in floor show.

CBS Pacific Report

A 320-PAGE book of Pacific war broadcasts tracing the course of history from Pearl Harbor to Tokyo has been published by CBS. Volume contains extracts from over 300 broadcasts, originating from all over the globe, and by CBS correspondents. Thirty photographs are included in volume, off the press 17 days after the Jap surrender.

Musical Review

ORNAMENTAL folder marking progress of Westinghouse stations during past year has been prepared by Westinghouse Radio Stations Inc. Using radio anniversary theme, souvenir brochure reviews with illustrations a few of the musical events programmed by KDKA WBZ WBZA KYW WOWO KEX during the year.

WQXR Gift

FREE six-month subscription to WQXR New York program booklet will be sent by station to any New York serviceman whose name is submitted to subscription department. Station is giving booklet to returning servicemen as welcome home gift.

Pledge Cards

DECORATIVE PLEDGE cards are being distributed by KGW Portland, Ore., to those who have expressed wish to continue to entertain injured veterans in Army and Navy hospitals. Cards are in conjunction with KGW "Remember Our Men" drive.

Explains FM Service

FOLDER has been distributed by WAPI Birmingham to listeners explaining and announcing experimental operations in FM to be started by station via W4XFM. Those having FM sets are asked to cooperate in rating program tests.

Market Folder

PERSONALLY addressed promotion letter and folder on future of Oklahoma City market has been distributed by Oklahoma Publishing Co. (WKY KVOR KLZ). Case history of local store is used as trend example.

Storm Coverage

LARGE newspaper-styled broadside has been prepared by KTHT Houston, Tex., to relate service rendered by station during recent hurricane. Photo layout of staff in action is included along with letters commending service.

WWNC Album

ALBUM of personalities heard over WWNC Asheville, N. C., has been prepared by the station. Importance of radio in the war is presented in pictorial survey.

Program Folder

FOLDER and bookmark were sent out last week by WMCA New York for "Let's Listen to a Story" program, now heard every weekday on WMCA, 5:15-5:30 p.m.

Industrial Survey

WHAS Louisville and affiliated Courier Journal and Louisville Times have started extensive campaign to give factual insight into postwar plans of leading Louisville industrial and retail firms. Survey was started immediately after V-J Day to report reconversion problems and employment levels etc. factually as well as through statements from executives. A 40-page booklet covering years 1939-1944 also has been prepared.

KECA Trade Deal

LOS ANGELES DAILY NEWS, in a two-way trade deal, has started twice-weekly quarter-hour news commentary featuring Manchester Boddy, editor and publisher, on KECA Los Angeles. In exchange station has daily radio news and personalities column in paper.

Mutual Contest

MUTUAL is sponsoring a contest to determine which station did the most effective promotion job on the network World Series broadcast. Trade news editors will act as judges.

Reprint

C. E. HOOPER sent all subscribers with the Sept. 30 network evening commercial program report reprints of the article describing the new Hooper services from the Sept. 17 issue BROADCASTING.

Religious Folder

FOLDER has been prepared by Voice of Prophecy, transcribed and live religious program service, describing program features and organization. Booklet is illustrated.

Trade Letter

BI-WEEKLY trade letter starting Oct. 15 will be prepared by WFAS White Plains, N. Y., for distribution to buyers and account executives. Letter will give briefs on new and renewal business and programs.

News Summaries

NEWSCASTERS of WIBC Indianapolis are presenting three-minute news summaries at weekly luncheon meetings of seven business clubs.

WWL Spoon

PLASTIC spoon accompanies promotion piece distributed by WWL New Orleans. Theme used is "Stir Up Sales in the Deep South".

Cards

CARDS bearing "Don't you know the war is over?" have been distributed for posting to clients and friends by Burton Browne Adv., Chicago.

Fair Booths

KIDO Boise, Ida., sponsored two booths at Idaho Southwestern State Fair to graphically show how radio works. Photo of stars was displayed.

NEW COURSE "Radio and the Classroom Teacher" has been organized at Springfield College, Springfield, Mass., by Luella Hoskins, radio executive of American Red Cross information bureau. Started Oct. 4, course will include lectures by Doris Corwith, assistant to the manager of NBC public service department; Dr. Herta Herzog, manager of radio research, McCann-Erickson; Frederick Coe, producer of NBC television shows; Walter Johnson, assistant general manager of WTIC Hartford, Conn.

AS AN EXPERIMENT, NBC publicity manager, Sydney H. Eiges, has sent a plastic mat of Fred Allen to newspapers which the network usually services with mats. Instructions for use of mats were included, asking editors for their reaction as a guide to future planning.

I HOUR

Buy an hour

½ HOUR

in Spottstown

or 20-second

¼ HOUR

chain breaks

● I MINUTE

in Spottsville

● CHAIN BREAK

Maybe you want that swell local show in Spottstown—an hour long once a week. Or maybe what you need is more frequency with chain breaks—hard-hitting commercials placed between leading network shows with peak audiences.

Spot Broadcasting gives you your choice.

And a John Blair Man has the facts, the figures and the "availabilities" in good markets and on good stations. With his help, Spot Broadcasting can be one of your most profitable investments. Call him in on any radio plan.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

SPONSORS

STAZE Inc., New York (denture adhesive), expects to increase its sponsorship of hillbilly and religious programs to 100 stations by Jan. 1. Programs now are carried on KTRH KFEL KUTA WMBG WDSU. Staze also sponsors Rex Miller three weekly on full Don Lee Network; full hour morning "WHN Newsreel" seven weekly on WHN New York, and the Henry Gladstone quarter-hour news period three weekly on WOR New York. Agency is Raymond Spector Co., New York.

EARLY & DANIEL Co., Cincinnati (Tuxedo animal and poultry feeds), starting early in October resumes "Smilin' Ed McConnell" transcription broadcasts for 26 weeks on WFLA WLW WPTF WBT WCHS WJAX WIOD WHAS. Charles Michelson Radio Transcriptions, New York, produced records, and Keelor & Stites, Cincinnati, is agency.

WILLIAM ESTY Co., New York, has resigned account of Lehn & Fink, New York (Hinds Creams), after eight years. Company sponsors "Blind Date" Friday on American. Agency will continue to handle show until new agency is appointed.

MISSION PAK PRODUCTS, Los Angeles (glazed fruits, candy), adding to southern California schedule on Oct. 29 starts daily participation in combined "Sunrise Salute" and "Housewives Protective League" programs on KNX Los Angeles, with 44 spots weekly on KMPC Hollywood. Contracts are for 13 weeks. Agency is Hillman-Shane-Breyer, Los Angeles.

MENNEN Co. "Fun at Breakfast With Ford Bond", transcribed comedy series, had added 23 stations to list of 90 outlets already broadcasting program five days a week for five-minute periods at selected times betwen 7 and 8 a.m. Four new comedians have been added to the show. Agency is Duane Jones Co., New York.

NEW JERSEY CONFERENCE of Methodist Church at Ocean City, N. J., made an appropriation of $3,000 for new venture into field of evangelism by radio. New Jersey Conference will join Philadelphia Conference in sponsoring 13 week series of Sunday afternoon religious programs this winter. Broadcasts will originate in Old St. George's Church, Philadelphia.

RETAIL MERCHANTS ASSN., Petersburg, Va., has contracted with WSSV Petersburg for two programs daily to promote Petersburg and the shopping advantages of the city. To run for 52 weeks, programs are heard 12:30-12:45 p.m. and 10:30-11 p.m. Moskin Stores, Petersburg, has signed for 13 week sponsorship on WSSV of "Moskin's Mountain Music", Monday through Friday 9:15-9:30 p.m. McBride-Rennicks Co. Petersburg, is sponsoring daily 11-11:05 p.m. newscast. Mutual co-op, "Inside of Sports", 7:45-8 p.m. Monday through Friday, has been signed for sponsorship on WSSV for 52 weeks by Tri-Motor Sales Co., Petersburg.

ROBIN HOOD FLOUR MILLS, Montreal (Robin Hood oats), has started weekly half-hour musical quiz show on CKEY Toronto. Account placed by Young & Rubicam, Montreal. J. S. Laing Agencies, Toronto (Rachelle Hormone cream), has started thrice-weekly spots for one year on CKEY, through A. J. Deane & Co., Toronto. Pfunder's Ltd., Toronto (Pfunder's tablets), has started spot and flash announcements six days weekly on CKEY, through Mansen-Gold Adv., Minneapolis.

FOREMAN & CLARK, Los Angeles (chain clothiers), to promote opening of its women's specialty division, The Forewyn Shop, started four-week campaign Oct. 1 and is using daily participation in "Sunrise Salute" and "Housewives Protective League" on KNX Los Angeles; Ronny Mansfield on KFI Los Angeles and Frances Scully program on KECA Los Angeles. Agency is Botsford, Constantine & Gardner, Los Angeles.

CHRISTIAN HEURICH Brewing Co., Washington, D. C., has added Monday through Wednesday quarter-hour "Symphonic Swing" to schedule on WOL Washington. Program is aired 7:15 p.m.

P. LORILLARD Co. New York, (Old Golds), starts sponsorship Oct. 22 of Clem McCarthy racing resumes on WHN New York, 6:15-6:30 p.m. Five weekly Agency is Lennen & Mitchell, New York.

JOHN EICHLER Brewing Co., New York (Eichler's beer), Sept. 28 started "Football Forecasts", quarter-hour weekly program of football news, on WJZ New York, Fri. 7-7:15 p.m. Program will replace American's "Headline Edition" on WJZ only. Agency is Geare-Marston, Philadelphia.

FRED BENIOFF, San Francisco (furrier), has signed 52 week contract with KYA San Francisco for Monday through Friday "Man on the Street" program. Placed by Ad Fried Adv., Oakland.

DELANES JEWELERS, Oakland, Cal., has contracted with KGO San Francisco for Ira Blue sportscasts, Saturday 5:45 p.m., through Ad Fried Adv., Oakland.

INTERSTATE CIRCUIT Inc., Dallas (movie chain), has added three quarter-hours weekly to schedule on WFAA Dallas, Tex., through Steel Adv., Houston. Iowa Canning Co., Cedar Rapids, has signed for six-month sponsorship on WFAA of quarter-hour "Music for Everyone", through W. D. Lyon Co., Cedar Rapids.

BEAUMONT Co. St. Louis, (Four Way Cold Tablets) has signed for sponsorship of Morgan Beatty news over WMAQ Chicago, Monday-Wednesday-Friday 1:45-2 p.m. (CST). Contract signed through Donahue & Co., New York.

MAPLE LEAF MILLING Co., Toronto (flour), has started transcribed spot campaign on 23 Canadian stations. Account placed by Cockfield, Brown & Co., Toronto.

GENERAL DRY BATTERIES of Canada, Toronto, has started one-minute hockey stories on 23 Canadian stations. Agency is McKim Adv., Toronto.

SHERIFF'S Ltd., Toronto (puddings), has started weekly half-hour "Fun Parade" on CKWX Vancouver for one year. Agency is Cockfield, Brown & Co., Toronto.

GROCERY STORE PRODUCTION SALES Co., New York, to promote Cream of Rice, Oct. 1 started thrice-

(*Continued on page 57*)

PREVIEWING a series of spot announcements which started on 187 Keystone Broadcasting System stations Sept. 24 for Emerson Drugs, Baltimore (Bromo-Seltzer) are (l to r): Mort Adams, KBS vice-president; John H. Kelley, vice-president in charge of advertising for Emerson Drug Co.; Noel Rhys, KBS; L. S. Hanson, account executive of McCann-Erickson, New York, Emerson agency.

WHAM

"YOUR WESTERN NEW YORK SALESMAN"

ROCHESTER, N. Y.

50,000 WATT
CLEAR CHANNEL
1180 ON DIAL

Affiliated with the
NATIONAL BROADCASTING COMPANY

National Sales Representative
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

In the UTAH Market

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

SPONSORS

(Continued from page 56)

weekly quarter-hour newscast on KGO San Francisco. Account is handled by Duane Jones Co., New York. Roos Bros., San Francisco (clothier), is sponsoring "Speaking of Sports", Friday 9:45-10 p.m., on KGO. Agency is Foote, Cone & Belding, San Francisco. Germaine Seed & Plant Co., Los Angeles (garden seeds), has signed for sponsorship of Norvell Gillespie "Garden Guide" Saturday 9:15-9:30 a.m. on KGO. Agency is Steeler, Millar & Ebbets, Los Angeles.

UNITED FRUIT Co., New York (bananas), Sept. 21 started "Make Believe Ballroom" on WNEW New York, Fri. 6:35-6:45 p.m., for 52 weeks. Spot announcements have been used three weekly on WNEW since January. Company also sponsors spots, chain breaks, and participations on 175 stations, including Canada. Agency is BBDO, N. Y.

LYMAN AGENCIES, Toronto (Fellows syrup), has started six-weekly spots on a number of Canadian stations. Agency is Ronalds Adv., Toronto.

PURINA MILLS, Woodstock, Ont. (Purina products), is using spots six days weekly on a number of Canadian stations. Account placed by James Fisher Adv., Toronto.

WHITE LABS., Newark, N. J. (Feenamint and Chooz), has started spots on a number of Canadian stations, through Baker Adv., Toronto.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), has appointed The Mayers Co., Los Angeles, to handle advertising. Radio will continue to be used.

BONCQUET LABS., Glendale, Cal. (vitamins), is using schedule of two to seven transcribed spots weekly on KUTA KFWB KRKD KFVD. Other stations will be added. Agency is Barton A. Stebbins Adv., Los Angeles.

GEORGE WASHINGTON Coffee Refining Co., Morris Plains, N. J., Oct. 1 started schedule of nine spots per week on KMPC Hollywood for 8 weeks through Ruthrauff & Ryan, New York.

SEECK & KADE Inc., New York (Pertussin), has started five-weekly quarter-hour transcribed program on KMPC Hollywood for 26 weeks through Erwin, Wasey & Co., New York.

KING JEWELRY Co., Los Angeles (retail jewelry), Oct. 6 started weekly half-hour audience participation program, "The Three B's", on KNX Hollywood. Contract is for 52 weeks. Agency is Raymond Keane Adv., Los Angeles.

FIRESTONE TIRE & RUBBER Co., Akron, sponsored films of welcome to Admiral of the Fleet Chester W. Nimitz and Red Army Marshal Gregory Zhukov taken in Washington Oct. 5 and presented on NBC's television station WNBT New York same night. Agency for Firestone is Sweeney & James Co., Cleveland.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), Oct. 1 started placing series of 20 dramatized spots coast-to-coast in Canada for 13 weeks. Firm plans renewals until March 31 of these contracts. French language discs are being placed in Quebec market. Agency is Harry E. Foster Agencies, Toronto.

WEINREICH BROS. Co., New York (Marvella Pearls), is now sponsoring on WQXR New York "Great Names in Music", Monday - Wednesday - Friday 9:15-9:30 p.m. Scripts of program are being made available by firm to department and jewelry stores for use in local radio advertising.

SEARS ROEBUCK & Co., Los Angeles, in 13-week Shop-Early-for-Christmas campaign, on Oct. 4 started using heavy schedule of day and night transcribed announcements on five Los Angeles area stations. List includes KNX KFI KFWB KECA KHJ. Others will be added. Agency is The Mayers Co., Los Angeles.

OKLAHOMA GAS & ELECTRIC Co., Oklahoma City, is sponsoring on WKY Oklahoma City "Music for Everyone", Thursday 6:30-7 p.m. Contract is for 26 weeks. Program features 20-piece orchestra and WKY artists.

TREMCO Mfg. Co., Cleveland and Toronto (construction and maintenance materials), has named **FRANCIS M. PAUL** as advertising manager and G. M. Basford Co. as agency.

ATLANTA MILLING Co., Atlanta, Ga., is sponsoring six quarter-hour morning local newscasts weekly on WGST Atlanta. Davison Paxon Co., local department store, is sponsoring series of 10-minute sports programs preceding Georgia Tech football games each Saturday on WGST.

KELLY KAR Co., Los Angeles (used cars), adding to its heavy Southern California radio schedule, on Sept. 24 started sponsoring thrice-weekly, local cut-in on H. V. Kaltenborn on KFI Los Angeles and "The Old Corral", five times per week on KFWB Los Angeles. Agency is The Tullis Co., Los Angeles.

MANNING'S Inc., Los Angeles (Pacific Coast restaurant chain), promoting opening of new local coffee shop in a four-week campaign which started Oct. 1 and is using schedule of daily announcements on KMPC KFAC KMTR. Agency is Knollin Adv., Los Angeles.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer), Sept. 30 started weekly American Professional League football games from Gilmore Stadium on KMTR Hollywood. Contract is for 14 weeks. Firm in addition is using transcribed musical programs and spots on 17 southern California and Arizona stations. Agency is Brisacher, Van Norden & Staff, Los Angeles.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (Puruna, Kolorbak), Oct. 1 started daily transcribed quarter-hour program on KPAS Pasadena, Cal., for 26 weeks. Agency is O'Neil, Larson & McMahon, Chicago.

HOFFMAN CANDY Co., Los Angeles (boxed chocolates), out of radio during the war, Oct. 8 starts schedule which includes daily participation in combined "Housewives Protective League" and "Sunrise Salute" programs on KNX Hollywood; thrice-weekly participation in "Make Believe Ballroom" on KFWB Los Angeles; thrice-weekly spot announcements on KECA Hollywood. Contracts are for 13 weeks. The Mayers Co., Los Angeles, has account.

PEERLESS TEXTILE PRODUCTS Co., San Francisco, has appointed Garfield & Guild Adv., that city, to handle advertising. Media selection will result from current survey being made by agency.

COLGATE-PALMOLIVE-PEET Co., New York, has placed 12 Colgate dental cream spots a week for 52 weeks on WPEN Philadelphia, through Ted Bates Inc., New York.

UNITED WALLPAPER Inc., Chicago, has appointed **MALCOLM LUND** as advertising director. Former advertising manager of Parker Pen Co., Lund headed several national campaigns for WPB and OPA in Washington. He will also serve as advertising director for Trimz Inc., a United Wallpaper subsidiary. Company also appointed **JOHN STILLER**, former advertising manager of American-Marietta Co., as assistant to Mr. Lund.

MARTIN JEWELERS, Chicago, Oct. 15 starts quarter-hour recorded program daily on WAIT Chicago. Contract for 13 weeks was placed by Rocklin Irving & Assoc., Chicago.

D. L. & W. Coal Co., New York (Blue coal), has started weekly half-hour transcribed "The Shadow" on CKEY Toronto. Agency is Vickers & Benson, Toronto.

BEN HUR Products Inc., Los Angeles (coffee), through Foote, Cone & Belding, Los Angeles, Oct. 1 started using participation schedule in "Three Men on a Mike" on KFWB Hollywood for eight weeks. Daily 25-minute program, in addition to contests and stunts, feature skits built about individual commercials. Additional sponsors include Triangle Publications, Philadelphia (Daily Telegraph) through Smith, Bull & McCreery, Hollywood; Esquire Inc. (Coronet Magazine), through Schwimmer & Scott, Chicago; Crosby Productions, Hollywood (motion pictures), through Ruthrauff & Ryan, Los Angeles; Boncquet Labs., Glendale, Cal. (vitamins), through Barton A. Stebbins Adv., Los Angeles.

CLOSED CIRCUIT broadcast on Mutual brings together (l to r): F. W. Fitch, president of F. W. Fitch Co.; Edgar Kobak, Mutual network president, and Theodore Christiansen, public relations counsel for National Assn. of Retail Druggists. Over 5,000 independent and chain store druggists, wholesalers and salesmen heard what they had to say about Fitch sponsored "Rogue's Gallery" which moved from NBC to Mutual Sept. 27.

BARKER BROS., Los Angeles (home furnishings), Oct. 1 started thrice-weekly quarter-hour "Backgrounds for Living" on KNX Hollywood. Contract is for 52 weeks. Edgar Harrison Wileman, director of home advisory bureau for that firm, conducts series which originates from studio in Los Angeles store. Agency is Mays & Bennett, Los Angeles.

CURTIS PUB. Co., Philadelphia, has named Lewis & Gilman, Philadelphia, as agency.

BEAUMONT Labs., St. Louis (4-Way cold tablets), Oct. 1 started half-minute daily announcements through Feb. 18, 1946, on WNEW New York, totalling 10 spots weekly. Company also sponsors

(Continued on page 58)

"IF IT WERE RABBIT, YOU'D SOON KNOW IT!"

Customers don't come back for shoddy merchandise. Nor does a local advertiser long continue a station which doesn't sell his goods!

So WDAY is especially proud of the many *local* sponsors it has held for a decade or more; some much more. Take Hoenck's Fur Store. For twelve years its five-days-a-week program has run without a break. And Hoenck's is only one of *eighteen* "locals" who have been with WDAY, *steadily*, from ten to twenty-three years!

What's your deduction from that?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Specialized Programs FOR A LARGE GROUP OF New Yorkers

NEW YORK'S WLIB

1190 ON THE DIAL—CLEAR CHANNEL

SPONSORS

(*Continued from page 56*)

announcements on New York stations WOR WJZ WHN WMCA in addition to spots, quarter-hour transcribed programs and five-minute newscasts on 50 stations throughout the country. Agency is Donahue & Coe, New York.

CONFECTIONS Inc., Chicago (candy and Snacks, Karmel Korn), Oct. 13 starts participations in Jack Arthur show on WEAF New York, Monday through Saturday 8:15 a.m. Contract for 52 weeks placed through Olian Adv., Chicago.

BAYSIDE NATIONAL BANK, Bayside, L. I., Oct. 3 starts participations on Pat Barnes program on WEAF New York, Monday through Saturday 7:05 a.m. Contract for 52 weeks placed through S. Duane Lyon, New York.

SCHILLER-DUBROW, New York (Schillu women's apparel), has appointed **HERBERT CHASON Co.**, New York, to handle advertising. Account in planning spot campaign about Jan. 1.

FLORENCE SMITH VINCENT, formerly with Earl Newsom & Co., has joined S. B. Penick & Co., New York (drugs and chemicals), as advertising manager.

TERRY BLANE PRODUCTS Co., New York (Crestone Liquid Creme Shampoo), has appointed Paris & Peart, New York, to handle campaign which is said to include participation programs and spots.

SAFEWAY STORES, Vancouver (national chain grocers), has started drama serial "Aunt Mary" five weekly on CJOR Vancouver. Account is placed by J. Walter Thompson Ltd., Montreal.

BALANCED DIET for Listeners

Good program planning means loyal listening audiences for users of WHIO, favorite local station of the prosperous Dayton and Miami Valley market.

Is your message on the menu? You will be in good company on WHIO.

***NEWS:* UP, INS, AP, *Plus* CBS' Best; also a variety of popular local programs.**

WHIO

1290 ON THE DIAL

5000 WATTS

BASIC CBS

G. P. Hollingbery Co., Representative

Harry E. Cummings, Southeastern Representative

NEWS

HOWARD NELSON, war correspondent for WDAY Fargo, N. D., has returned to the station following a trip to Norway to get story of present conditions and interviews of government and military figures. He contacted list of relatives of listeners in WDAY area. On programs prepared for WDAY he interviewed Crown Prince Olaf; Gen. Otto Ruge, supreme commander of all armed forces in Norway; C. J. Hambro, president of Norwegian Parliament; Bishop Eivind Bergrav. This was second trip to Norway for Nelson, first being in 1935. New member of WDAY news staff is **HELEN SAUNDERS.**

CPL. CHARLES WOODS, former newscaster of WOR New York, WCAU Philadelphia and WLW Cincinnati, last week was assigned to the public relations office of McGuire General Hospital, Richmond, Va., where he edits McGuire soldier publication.

LEE BLAINE has been named to handle news, sports and special events for WCBI Columbus, Miss., and the Mid South Network.

DON PRYOR, CBS correspondent, returned to Manila after two months in China, described Shanghai with one word, "nauseating", in recent broadcast from Manila. Pryor said that Japanese soldiers who toured Shanghai while he was there were still arrogant and had no sense of guilt, and many of them occupied best apartments while American soldiers slept on the floor of the YMCA.

BILL HERBERT, CBC war correspondent and former newscaster of CBR Vancouver, has returned from overseas to Vancouver, after serving with Canadian forces in Italy, France, Holland and Germany, and at CBC overseas headquarters, London.

DALE MORGAN, special events announcer with Cowles organization for 10 years, has transferred from WHOM New York to WOL Washington.

MARGARET SHARPE, former feature writer for Boston Tribune, is new reporter with news bureau of KPRO Riverside, Cal.

JOSEPH MOLK, former feature writer for Tulsa Daily World, has been named news editor of WWL New Orleans.

KATHERINE KERRY, formerly featured on "Albers Homemakers Hour" on NBC Pacific stations and at one time public relations and promotional director for West Coast beet sugar industries, has joined Universal Network (KSFO) San Francisco, as commentator on daily women's program.

ELMER DAVIS, commentator on CBS before he was drafted by President Roosevelt to serve as head of the OWI, will be available for broadcasting after his return from a Florida vacation, according to his representatives, Thomas L. Stix & J. G. Gude.

EDWARD R. MURROW, CBS European news chief, Oct. 1 sailed from New York to London on the Queen Merry.

LOUIS H. EDMONSON, former newscaster at KSD St. Louis, has joined the faculty of U. of North Carolina to instruct series of radio courses including news, continuity, programming and production.

WILSON (Bud) FOSTER, NBC war correspondent and more recently news announcer of KPO San Francisco, has been shifted to NBC Hollywood to handle special events under **JOE ALVIN**. West Coast director of news and special events. Foster will also be teamed with **JOHN STORM** on daily "Okay for Release" on NBC Pacific stations.

H. V. KALTENBORN, NBC commentator, has written a book entitled "World Peace Primer", which is being offered free to listeners who write for copies at local stations. Book traces events leading to World War II and lists steps taken by United Nations to outlaw war in future. Kaltenborn is heard Monday through Friday, 7:45-8 p.m., sponsored by Pure Oil Co., Chicago.

JOHN HENRY, known as the "flying sports commentator" of KVOO Tulsa, Okla., has flown an estimated 5,000 miles the past six months to cover sports events and gather material for his week-night "Sports Call" program. He has covered as many as three football games in different locations during Friday night-Saturday night period.

MARTHA ELLEN FIELDS, reporter, has been added to news staff of KOME Tulsa, Okla.

LEONARD L. COLBY, director of public relations for Kalamazoo College, Kalamazoo, Mich., has been named sports editor and director of promotion for WKZO Kalamazoo.

CHARLES MAILEY, released from the Army, has returned to the KDKA Pittsburgh newsroom.

BOB BRUMBY, Mutual correspondent who returned last week from Japan after a year in the Pacific area, will represent Mutual on a nation-wide lecture tour following a rest at his home in Georgia.

TED HANNA, news director of WADC Akron, has joined CBS "World News" writing staff in New York. Prior to his WADC affiliation he was associate editor of WGAR Cleveland.

ALL AMERICAN Cables & Radio, and Mackay Radio & Telegraph Co., subsidiaries of American Cable & Radio Corp., have applied to the FCC to reduce press rates from 5c to 4c per word between New York and South and Central America. Companies also have requested reductions between Washington, San Francisco and Latin American cities.

American Shifts Men

NEWEST ASSIGNMENTS for American Broadcasting Co.'s foreign correspondents has been announced by Richard L. Tobin, director of news for American. They are: Arthur Feldman, London; James Long, Paris; Edd Johnson, Berlin; Ann Stringer, Rome; Robert Sturdevant, Stockholm; Ned Nordness, Oslo; Charles Foltz, Madrid; Joseph Newman, Buenos Aires; Edmund L. Souder Jr., Shanghai; David Brent, Manila; Mike Peng, Chungking; Frederick B. Opper and Lawrence Tighe, Japan; William Ewing, Pearl Harbor; Dickson Brown, Sydney; and Janet Flanner covering the Nuremberg trials assisting H. R. Baukhage and Lowell Bennett.

A SERIES on radio commentators titled "The Canned Opinion Industry" starts in October issue of Common Sense, written by Norbert Muhlen.

THERE'S ONLY 1 EMPIRE STATE BUILDING *but* WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

World's fastest, most flexible, most accurate system for point-to-point and broadcast communication

receiving

sending

This illustrates Finch broadcast communication receiving

This illustrates Finch point-to-point communication

finch

FIRST IN FACSIMILE

FINCH TELECOMMUNICATIONS, INC., PASSAIC, N. J. 10 EAST 40th STREET, NEW YORK CITY

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S AMERICAN BROADCASTING COMPANY STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

PROGRAMS

FIVE-WEEKLY noontime half-hour variety program started by KYW Philadelphia, "Lunch Time With A Punch Line", presents Clarence Fuhrman and orchestra, several vocalists and comedy talent team of Joe Carney and Jack Davis. Aired with informal approach, program is scheduled to be opened for public audience.

WINX Forum

WEEKLY round table discussion program started on WINX Washington by Betty Wason is titled "Call to Action" and features half-hour forum on topics of the moment. Often originating from the place of action, such as first discussion on atomic bomb control by legislative representatives from lounge of Senate Radio Gallery, half-hour Tuesday afternoon program is conducted with counsel of a nine-woman advisory committee. Miss Wason is a former war correspondent and covered action in Norway and Greece. She also was held prisoner in Berlin.

Miss Wason

Second Cycle

SECOND transcription series of 13 dramatic adaptations of children's books, produced by the Junior Leagues of America to promote tolerance and understanding among children 9-12 years old, will be completed Oct. 15. Called "Books Bring Adventure", series will be used in schools, libraries, junior leagues and other organizations throughout the country. First series was produced last October.

Canadian Variety Show

PREPARED in England for Canadian listeners is a new Sunday variety program "Dominion Special" aired on CBC Dominion network. Program includes visits to towns and villages in England where Canadians were stationed during the war, discussions on problems and questions of the day, interviews, quiz and musical hits from most popular London show of the week.

Personality Study

SCIENTIFIC character analysis is featured on "Let's Get Acquainted", new program started on WGN Chicago. Aired Monday, Wednesday and Friday as early afternoon quarter-hour, program includes personality quiz and questions and answers on psychology submitted by listeners.

Youth Program

PARENT-TEACHERS ASSN. and four high schools of Tulsa, Okla., participate in new KOME Tulsa program, "Youth Looks at Life", started Oct. 3 and to be aired throughout school year to help combat juvenile delinquency.

Question Series

DESIGNED to answer questions of civilians regarding the Army discharge system, two new programs have been started by WOWO Ft. Wayne. "G-I Answer Man" and "Your Veteran" are presented weekly.

School Series

FIVE-MINUTE series following CBS "School of the Air" program has been started by WWNC Asheville, N. C., in which 20 western North Carolina schools participate. Scripts are written by student groups and acted by students.

Aid to Servicemen

IN COOPERATION with New York Daily mirror and Skouras Theaters, "This Is Our Cause" program, broadcast Sat. 9-9:30 a.m. on WOR New York, is presented to help servicemen locate lost members of their families. Daily Mirror prints weekly list and photographs of persons sought and 66 Skouras theaters in New York area feature weekly trailers calling attention to WOR broadcasts. Archdale Jones is conductor of series, which has been on WOR since January 1944 as "Where Are They Now?"

Other Americas

DESCRIPTIVE JOURNEYS in and about Latin-America are featured on new weekly CBC network series "The Other Americas", conducted by Allan Anderson, chief of the Latin-American section of Canadian Wartime Information Board. He recently returned from a trip to nine South American countries.

Rutgers Forum

WEEKLY broadcasts of "Rutgers University Forum" direct from Rutgers U. campus at New Brunswick, N. J., started Oct. 1 on WAAT Newark. Faculty members and distinguished guests discuss news Wed. 8:30-9 p.m. throughout the year.

New Products

PACKAGE show entitled "It's New—and True!", designed to tell about "tomorrow's products, here today" and of new products and processes, is being readied for sponsorship by Arde Brainson Assoc., New York.

Student Round Table

ROUND table discussions on current events for students 9 to 13 years started Oct. 6 by WQXR New York. Titled "New York Times Youth Forum", half-hour unrehearsed program features participation by four pupils.

Swing Session

DESIGNED for younger set, weekly half-hour Saturday morning "Swing Teen Time" has started on KECA Hollywood. Peter Stone, teen-ager, is m.c.

Air City Council

CHML Hamilton, Ont., plans to broadcast regular sessions of the Hamilton City Council at an early date.

Cues From "Blister"

A "Blister," new device enabling Program Director Homer Fickett to give performers their cues from a location only several feet from the microphone on U. S. Steel Corp.'s *Theater Guild of the Air*, has been constructed by Frank Marx, director of general engineering for American, and Ben Adler, facilities engineer for network. First tried on Sept. 20 program, the device is a stationary, soundproof glass enclosure built where orchestra pit is generally located and is connected with control room by inter-communication line. Program director gives all on-stage cues from the blister.

WPAT Paterson sponsors a baseball team composed of teen-age boys which last week won the championship of the Paterson Recreation League. Station also sponsors a basketball team for youth, both teams sponsored in conjunction with a North Jersey movement to help combat juvenile delinquency.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

NBC's Newest Mile-a-Minute Recorded Musical . .

The Art Van Damme Quintet with Louise Carlyle

. . . accent on Rhythm and Song

NOW READY . . . an NBC Recorded Musical "seething" with rhythm out of this world . . . romance . . . song. It has everything you want for a spectacular quarter-hour musical to broadcast in *your own town exclusively.*

It has ART VAN DAMME, whose irresistible swing style and sensational accordion interpretations were first brought to light when the late Ben Bernie hired him as featured soloist with the Maestro's orchestra and today is known the country over as "the man who gets a rocking beat from an accordion."

It has A VERSATILE COMPANY OF MUSICIANS . . . each a master of his particular instrument—drums, guitar, bass and vibes.

It has the warm, vibrant songs of LOUISE CARLYLE . . . featured singer on a nation-wide network program . . . whose voice and stylized interpretations of popular songs are familiar to millions of listeners.

Put them all together . . . add your favorite jazz classics, memory tunes, hit tunes . . . the GIFTED DIRECTION AND PRODUCTION OF NBC RADIO-RECORDING DIVISION . . . and you have a show which can step up listening traffic and sell! *Send for your audition record today.*

• To help you build up a greater listening audience for this show, NBC Radio-Recording Division supplies an exclusive promotion kit containing *Broadcast . . . Press . . . Display and Direct-Mail* Promotion Aids.

NBC

A Service of Radio Corporation of America

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

"THE SELLING POWER IN THE BUYING MARKET"

In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

To keep pace with the important radio developments now unfolding in AM-FM-Television, subscribe today to the weekly issues of

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

and 1946 YEARBOOK Number

SUBSCRIPTION RATES

$5 a year —— $8 two years

BROADCASTING • NATIONAL PRESS BLDG. • WASHINGTON, D. C.

Service Front

(*Continued from page 24*)

Simmington "consistently demonstrated outstanding technical ability in station installation and in the maintenance and servicing of delicate critical radio equipment . . . reducing to a minimum the number of hours of broadcast time lost during repairs. Through his high conception of cooperation he voluntarily trained other less expert radio personnel to become highly qualified radio station technicians and thus insure better broadcasting service."

* * *

Major Eckhouse

ROBERT D. ECKHOUSE, formerly in radio production in New York and New Jersey has been promoted to major in the Public Relations Branch, Army headquartered in Rome. He also has been awarded the Bronze Star for meritorious conduct and expects his Army release shortly. He will return to radio work in the New York area.

* * *

Quan Gets Majority

VICTOR QUAN, chief of the technical production section of AFRS, Los Angeles, and before entering military service superintendent of C. P. MacGregor Co., Hollywood transcription producers, has been promoted to major.

* * *

WAVE on the Waves

CPL. WALTER KANER, formerly director of publicity and special events of WLIB New York, is directing a continuous all-day round of radio programs on board a troop ship on its way to the Philippines. A "floating radio station", WAVE (with apologies to WAVE Louisville, Ky.), has been set up and news, sports results, music and entertainment are brought to the GIs by Cpl. Kaner, with the help of other radio-minded GIs and AFRS transcriptions.

* * *

Serwin Promoted in AFN

SGT. JAY E. SERWIN, former announcer with WLAW Lawrence, Mass., has been named program director of the American Forces Network station at Reims. He is believed to be the youngest serviceman to hold such a position with AFN.

* * *

Part of 'Big Sweat'

"AN ISLAND-HAPPY family" stationed at Pacific Headquarters of AFRS, Honolulu, last week reported to BROADCASTING on their status as part of the "Big Sweat", sweating it out probably through the winter in the Pacific. Included in the group of commercial radio men there are (not bothering with military rank "now that the war's over"): Mel Wissman, WWJ Detroit; Al Buffington, WBAL Baltimore; Ed Truman, Cowles Broadcasting stations, and our correspondent; Rod Mitchell, CBS shortwave; Bob Eisenbach, WEAF New York; Jimmy Schell, WATL Atlanta; Bob Sammon, WABC New York; Ken Corliss, WJR Detroit.

CONGRATULATIONS on a job well done go to M/Sgt. Alvin M. Josephy Jr., USMCR combat correspondent, as Brig. Gen. Robert L. Denig, Marine Corps Public Relations head, presents him with the Bronze Star, for heroic action against the enemy on Guam. Sgt. Josephy was in news and special events with WOR-Mutual and later, OWI before joining the Corp.

'SEP' BUYS RIGHTS TO BUTCHER BOOK

CAPT. HARRY C. BUTCHER'S new book, "Three Years With Eisenhower," will be completed in about six weeks, with publication by the year's end by Simon & Schuster. Capt. Butcher, who was Naval aide to Gen. Eisenhower for three years, has the status of consultant to CBS, having resigned his Washington vice-presidency. He has not announced his plans following completion of the book, but he is expected to return to radio.

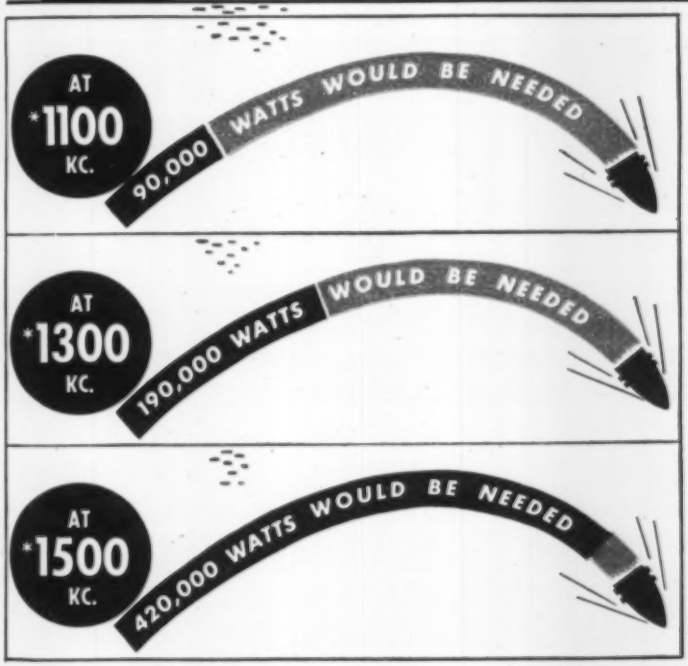
Simultaneously, the *Saturday Evening Post* announced last week that it had purchased magazine rights to the war diary for $175,000—which it was believed the highest price ever paid for such rights. The *Post* will run a series of from seven to ten installments, beginning in the late fall or early winter, preceding publication of the book. Capt. Butcher began the diary, which was kept on microfilm, in the summer of 1942 at Gen. Eisenhower's suggestion.

Ft. Wayne Ad Clinic

FRANK E. PELLEGRIN, NAB director of Broadcasting Advertising, will present the medium's story before annual Fort Wayne Sales Training Conference & Clinic, to be held Oct. 10 by the Fort Wayne Chamber of Commerce. Some 300 business executives will take a one-day course in advertising. Mr. Pellegrin will address the entire conference and then conduct a sectional meeting on broadcasting.

IMPORTANCE of science and the necessity of training scientists is told in a booklet, "Science for Life or Death" by Brig. Gen. David Sarnoff, RCA president. Article is reprinted from the New York Times of Aug. 10, 1945.

SURE AS SHOOTIN'...



WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT. . . .

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!

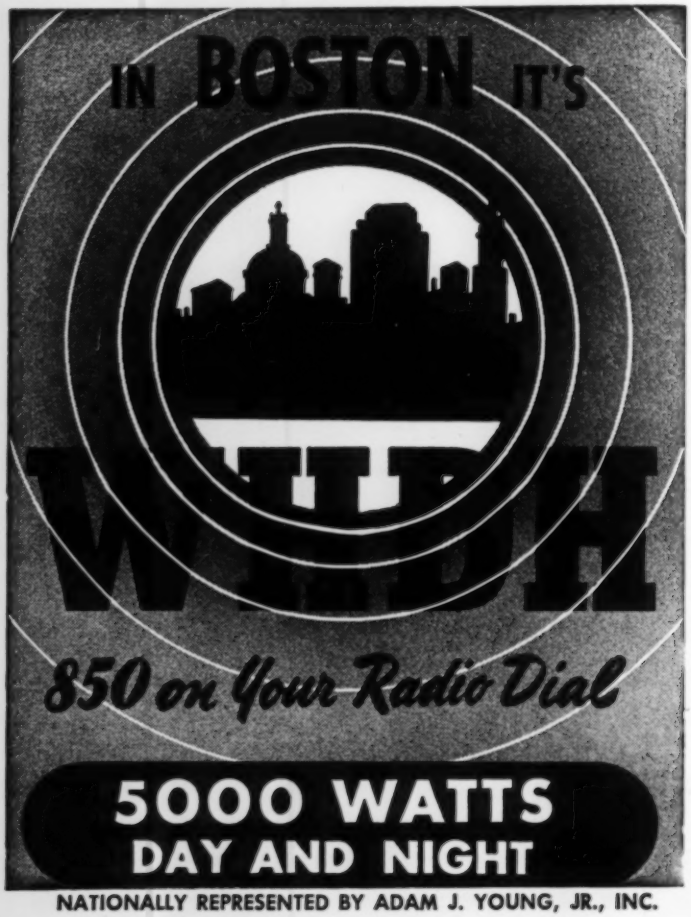
RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

FULL OF SALES VITAMINS

KQV'S non-network business runs 50% over its network billings—shows recognition of KQV's strong local coverage by national accounts. 1410 kc—1000 w—Basic Mutual Network.

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

News

(*Continued from page 26*)

the interpretative function of commentary is valued by radio audiences and is considered almost as important as the broadcasting of straight news.

The potency of news as an audience builder is not news to broadcasters. Answers to the question—"When you turn on your radio to hear the news, do you usually tune to one particular station first?"—reveal the inclination of the overwhelming majority of listeners to think of a specific station as their preferred radio news source. Eighty-four per cent reported that they usually tune *to a particular station for news*. Fourteen per cent said they do not tune to a particular station, and 2.2% gave no answer to this question. Collateral evidence secured in this investigation indicates that many listeners are keen enough to distinguish between the quality of a station's general programming and the quality of its news. Some stations whose overall programming is weak have nevertheless succeeded in impressing listeners with the quality of their news service.

Preferences

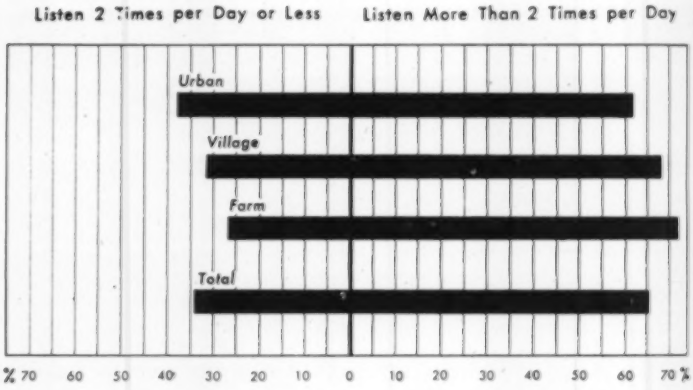
Although the conventional 15-minute news stanza is preferred by the majority of listeners (undoubtedly the result of conditioning), 24% vote for programs of more or less than 15 minutes' duration. Nineteen per cent say they prefer newscasts of less than 15 minutes, only 4% like more than 15 minutes. Replies to the question: "How long do you prefer news broadcasts to be?" were:

Preference for Length of Newscasts

5 minutes or less	7.6%
10 minutes	11.6%
15 "	74.0%
30 "	4.3%
Don't Know	1.6%
No Answer	0.9%
Total	100.0%

War's end will unquestionably produce some slackening in the frequency of listening to news programs—how much which will be indicated by future studies.

Frequency of Listening to News
(By City Size)


Listen 2 Times per Day or Less
Listen More Than 2 Times per Day
Urban
Village
Farm
Total
% 70 60 50 40 30 20 10 0 10 20 30 40 50 60 70 %

TV Metallic Backgrounds Found More Effective

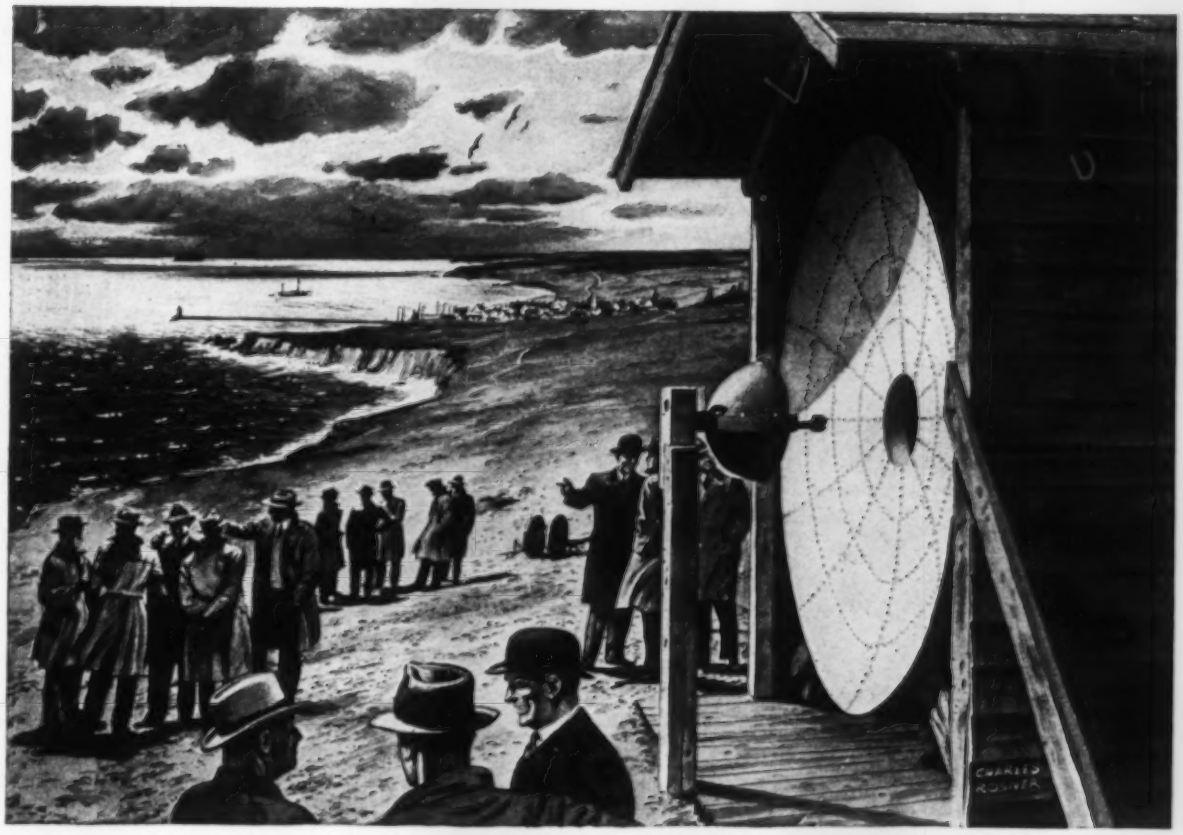
CHET KULESZA, technical supervisor of art and production at BBDO, New York, and Ted B. Grenier, chief engineer of Metropolitan Television Inc., New York, believe that they have found a simple solution for a television background problem that has baffled experts for years. It is that use of metallic backgrounds instead of usual flat grays results in black tones being blacker when televised, clarity of colored objects is improved, problem of back lighting is simplified, and less light is required for cameras.

Reflective silver background was used for what is believed to be the first time on the du Pont telecast Sept. 14 on WRGB Schenectady. Results, according to F. A. Long, in charge of BBDO television activities, were better than any achieved heretofore with flat gray backgrounds.

Many Applications Filed For New Canada Outlets

ALL PARTS of Canada are represented in applications filed with the Canadian Broadcasting Corp. Board of Governors and Dept. of Transportation, Ottawa, for new stations. In western Canada these facilities are sought: Penticton, B.C., 250 w on 1450 kc, call letters CKOK; Dawson City, Yukon, 250 w, 1230 kc; Powell River, B.C., 250 w, 1400 kc; St. Boniface, Man., 1 kw, 1250 kc, call letters CKSB; Winnipeg, 250 w, 1230 kc, call letters CJOB.

In eastern Canada: St. John, N. B., 5 kw, 1470 kc with directional antenna; Oshawa, Ont., 100 w, 1240 kc (under consideration); Granby, Que., 250 w, 1450 kc, call letters CHEF, when CHLN Three Rivers increases power to 1 kw and moves to 550 kc; Sherbrooke, 250 w, 1240 kc; Riviere du Loupe, 250 w, 1400 kc. Prospective licensees in most cases are businessmen or veterans.



Federal's men know Microwave

On a gusty March day in 1931 . . . when man's voice was beamed across the English Channel from an antenna less than an inch long and powered by a mere half-watt . . . Microwave was born.

This was the inauguration of a new technique in the art of communication . . . blazing the trail for modern, high fidelity television, FM transmission, pulse time modulation, plurality of currents on a common carrier, and certain other commercial applications for this technique.

Many of the scientists now at work in Federal laboratories participated in that triumph and helped in its developement through the years. Now they are engaged in extending its application, opening vast and striking possibilities for the future of communications.

Pioneer in the field of microwave . . . a contributor to radio progress for more than 35 years . . . Federal stands for leadership in research, development and manufacture of equipment and components for every segment of the communications industry.

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

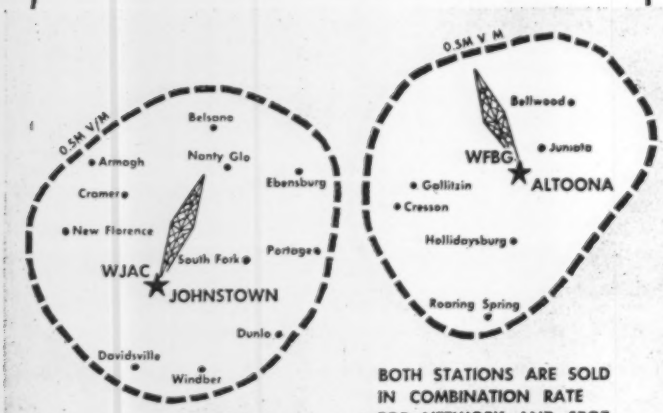
AN IT&T ASSOCIATE

Newark 1, N. J.

WJAC JOHNSTOWN

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

WJW has the recipe for results. Across the board, Monday thru Friday, WJW delivers more morning dialers per dollar in Cleveland ...up to 20% more than any other station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Radio Aid Asked On Food Problem

Truman, Anderson Meet with Media Representatives

RADIO aid in the United Nations effort to solve some of the world's acute food problems was sought Tuesday at conferences held by President Harry S. Truman and Secretary of Agriculture Clinton P. Anderson with media representatives.

The meetings were preliminary to the Oct. 16 United Nations conference in Quebec at which a Food and Agriculture Organization is to be organized, with delegates from all the nations slated for participation. These delegates will be of cabinet rank.

Representing broadcasting at the Tuesday meetings were Jess Willard, NAB vice-president, and William B. Ryan, KFI Los Angeles, a member of the NAB board; Paul W. Kesten, CBS executive vice-president; Frank E. Mullen, NBC vice-president and general manager; Dorothy Lewis, NAB coordinator of listener activity.

First steps to set up a group of United Nations organizations were taken at the San Francisco conference last spring. The Food and Agriculture Organization is to include all agricultural products including food, fisheries and forestry products. It will cover consumer problems as well as production and distribution.

A. S. CLARKE AIDED IN 'FUSE' RESEARCH

THOSE MINUTE proximity fuses, considered by many as an electronic contribution second only in importance to the atomic bomb, explain the whereabouts during the war of A. S. "Red" Clarke, engineer and broadcaster.

Mr. Clarke, vice-president of the Virginia-Carolina Broadcasting Corp., which is preparing applications for facilities in Danville, Va., has worked since two weeks after Pearl Harbor on design and development of the fuses —smallest and most intricate electronic assemblies ever conceived.

Early experimentation in which Mr. Clarke participated was under the auspices of the Ordnance Development Division of the National Bureau of Standards. After early patent applications were filed by this group, Mr. Clarke was transferred to the Office of Scientific Research and Development as senior technical aide to the chairman of Division 4 of the National Defense and Research Committee. At the war's end he was manager of the electronics division of Bowen & Co., Bethesda, Md., supervising a pilot plant manufacturing proximity fuses. Mr. Clarke formerly was owner of WBTM Danville and was at one time associated with the engineering consultant firm, McNary and Wrathall.

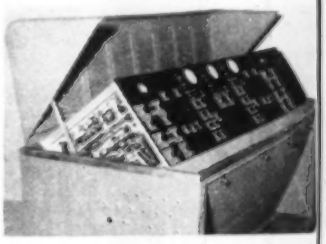
TELEMOBILE

Paramount Produces Control Room on Wheels

Operator at Telemobile

PARAMOUNT's Television Station W6XYZ has introduced something new to the industry, according to Klaus Landsberg, the station's video director. It is the Telemobile, combining all control equipment necessary for the operation of two television cameras, including the synchronizing pulse generator, sweep signal generator, power supplies and monitoring units.

Functional design was the main consideration, but the Telemobile is also easy on the eyes. It is so small it can be operated in a station wagon during pick-ups, with no cabling of units required. It can be moved from one studio to another. There is built-in air cooling keeping the over 200 tubes at low temperature. And to aid servicing a compartment is provided for tools and spare parts.



View of Telemobile Interior

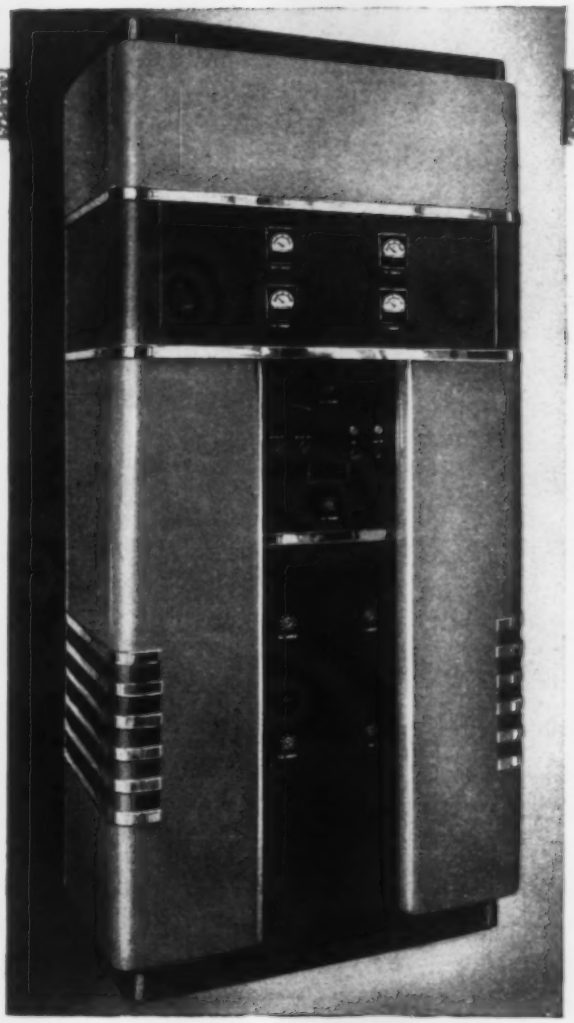
Former OWI, OIAA Men Named to IIIS Positions

TWO former Office of War Information officials and one from the Office of Inter-American Affairs have been added to the Interim International Information Service of the State Dept. to handle international shortwave broadcasts, it was announced last week.

Charles Kline of Lewisburg, W. Va., with the OIAA the past four years and a former AP foreign correspondent, has been named chief of the Inter-American Branch, IIIS. Templeton Peck of Pomona, Cal., with OWI since October 1942, is chief of the European Branch and George E. Taylor, Seattle, OWI man since December 1942, has been appointed chief of the Far Eastern Branch.

JOHNSON

NOW IN PRODUCTION ON PHASING EQUIPMENT



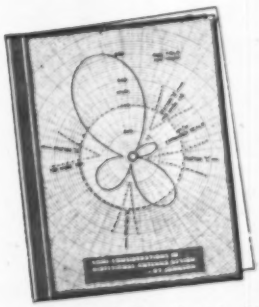
You no longer have to be satisfied with mere planning for better market coverage! Johnson engineers are now ready to tackle your directional antenna problem and to get the Phasing Equipment you need into production.

Phasing equipment by Johnson can be found successfully operating in more than 50 broadcast stations and is backed by over 20 years experience in the manufacture of radio transmitting equipment. All major components used in Johnson Phasing and Antenna coupling equipment are designed and manufactured by Johnson, assuring the best material and workmanship. The quality of the equipment is under control of Johnson engineers at all times.

Shown at right is one of the Johnson installations designed to match existing equipment.

A Johnson Phasing Unit can be made to exactly match your present equipment and thus become an integral part of your station.

Orders for Phasing and Coupling equipment will enter production in the order received. Contact us without delay, directly or through your consulting engineer.



Write for Brochure-

"Some considerations in Directional Antenna Design"

—By Johnson

E. F. JOHNSON COMPANY, Waseca, Minn

JOHNSON

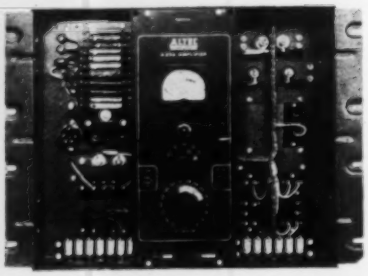
a famous name in Radio

E. F. JOHNSON COMPANY • WASECA • MINNESOTA

TWO AMPLIFIED ANSWERS TO AN ENGINEER'S DREAM

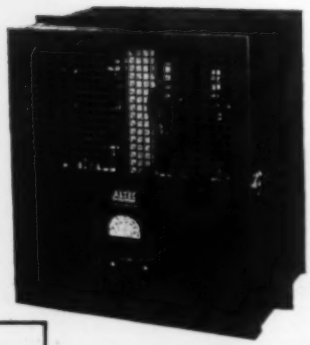
PARTICULARLY PERFECTED FOR PRE-EMPHASIZED DISC RECORDING

Two premium quality amplifiers, flat over the entire frequency range, have been particularly perfected for the requirements of high power at high frequencies as required for pre-emphasized disc recording. One 35 watts, the other 75 watts rated power provide a choice to suit individual needs. Each unit has plenty of reserve power for perfect pre-emphasized disc recording. Curves, specifications, and performance data will be sent immediately upon request.



ALTEC LANSING A255 AMPLIFIER

Power Output: 35 watts —Gain: 65 DB • Frequency Range: 20 to 20,000 cycles.



ALTEC LANSING 287F AMPLIFIER

Power Output: 75 watts—Gain: 15 DB Frequency Range: 20 to 20,000 cycles Uses 845 Type tubes

ALTEC LANSING LIMITER AMPLIFIER

The new Altec Lansing 5 watts, 70 DB gain, A322 Limiter Amplifier for driving the above A255 and 287F amplifiers is also available. It effectively eliminates "thumping" and "monkey chatter" in radio broadcast work. Send today for complete details.

ALTEC LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

MEMBERS of the Council on Journalism attending a Council meeting in Chicago are (l to r): A. A. Fahy, general manager KABR Aberdeen, S. D.; Karl Koerper, managing director KMBC Kansas City; F. K. Baskette, Division of Journalism, Emory U., Atlanta; E. R. Vadeboncoeur, WSYR Syracuse, N. Y., chairman of NAB Radio News Committee; Charles L. Allen, Dept. of Journalism, Northwestern U., Evanston, Ill.; Fred S. Siebert, Dept. of Journalism, U. of Illinois, Urbana; Arthur Stringer, Promotion Director, NAB, Washington; William Ray, Director of News and Special Events, NBC Central Division; I. Keith Tyler, Director of Radio Education, Ohio State U., Columbus; Arthur R. Kirkham, vice-president of KOIN Portland, Ore; H. Quentin Cox, KGW Portland, Ore., and War Finance Division, Treasury Dept., Washington; Mitchell V. Charnley, Dept. of Journalism, U. of Minnesota, Minneapolis.

N. Y. Listeners Like Classical Music Best

NEW YORK listeners prefer classical music to light music, according to increasing demands of listeners who have requested WQXR New York to add an hour of evening classical music to its schedule. Starting Oct. 1, station broadcasts "An Hour of Symphony", daily 11:05-12 midnight, in addition to an earlier period of symphonic music, "Symphony Hall", heard nightly at 8:05-9 p.m. New program replaces an hour of light music which has been featured on WQXR for past seven years, and makes a total of two hours of classical music each night on the station.

NBC Talent Shows

FOURTH annual NBC *Parade of Stars* program was scheduled Sunday and Monday, Oct. 7 and 8, when network's top personalities united to bring two special broadcasts to listeners. Under direction of C. L. Menser, NBC vice-president in charge of programs, shows were scheduled Sunday, 5-6 p.m. and Monday 10-11 or 11:30 p.m. and were part of overall campaign of NBC advertising and promotion department.

Lutherans Rebroadcast Hour to Overseas Radio

ALREADY HEARD over 714 stations in the U. S., the *Lutheran Hour* will be rebroadcast over nine stations in Italy, 36 in Australia, one in Athens, and one in Lisbon. According to its conductor, Dr. Walter A. Maier, cost will approximate $1,000,000 a year and all broadcasts will be transcribed in Portuguese, Italian, German, Greek and Slovak.

Lutheran Laymens League, sponsors, recently purchased two new super-power outlets near the Mexican border, Dr. Maier said, and has opened offices in Buenos Aires and Rio de Janeiro. The League hopes to establish its own stations in Europe within a year, according to Dr. Maier.

Correction

IN REPORTING renewal of *County Fair*, sponsored by Borden Co., New York, on 176 American stations, BROADCASTING on Sept. 24 erroneously stated that Allan Meltzer Inc., New York, was agency handling account. Kenyon & Eckhardt, New York, is advertising agency; Allan Meltzer Inc. handles publicity.

CONVENIENCE in New York . . .

is the word for The Roosevelt! Just a step from Grand Central and Airlines Terminals—and mid-town Manhattan's finest shopping, business and recreational areas. Typically Hilton—in service and hospitality. Rooms with Bath from $4.50.

Other Hilton Hotels from Coast to Coast. Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House. C. N. Hilton, President.

Direct Entrance to Grand Central Terminal

NAB Inaugural

(*Continued from page 15*)

sequencies had been overlooked, the Commission in effect purging of past violations. Chairman Porter produced this portion of Justice Miller's opinion:

"This argument has much the same substance as would a contention that because an indulgent judge has repeatedly granted probation to a confirmed criminal he should be barred from considering the criminal's past record, when he next committed a crime and again applied for probation."

Man of Perception

This analogy, Chairman Porter said, "indicates a perception of the business of greater significance than a mere arbiter."

Then he continued: "However, I am hopeful to believe that the real reason for the selection of Judge Miller is found in the language of the Ward case. I am certain that when your committee discovered its passage, the search for a new president was terminated and all agreed, 'Here's our man!' "

In this case he quoted Justice Miller as writing: "So long as the Commission complies with the mandate of the statute it has, and should have, wide discretion in determining questions of both public policy and of procedural policy and in making appropriate rules therefore."

Said the chairman: "This is a statement of a doctrine which we will try to follow with great fidelity. Now if anyone wants quotable data for Judge Miller's opinions reversing the Commission, you will have to look them up yourself. I have tried desperately to resist this temptation and have failed. So therefore, I must conclude my brief summary with a final quote from our new president wherein he said in a letter to the editor of the *St. Louis Post-Dispatch*:

"There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption—deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator."

Concluded the chairman, in his resume of the justice's record: "I want to assure you, however, that before we give any consideration to embodying this suggestion into a rule, we will have an appropriate public hearing."

Foresees Big Expansion

The chairman took a searching look into the future of broadcasting and made these predictions, based on information from Commission sources and private industry:

Capital expenditure over $5,000,000,000 in communications, including production of consumer goods during next few years; resultant jobs and unprecedented expansion in facilities and services; FM ("which many of us believe may well supplant the present broadcasting system") gives promise of some 2,000 to 3,000 new stations in next several years; capital expenditure of $250,000,000 if half the existing AM sets are replaced with FM receivers in next five years; another $1,500,000,000 for television sets; Bell System developing transcontinental coaxial cable at cost of $56,000,000; Western Union to use radio transmission.

He referred to predictions that within five years 157 key cities will have TV transmitters and sets will be sold at rate of 2,500,000 a year. War has advanced electronics a generation or more, he continued, and vast projects are planned in aviation, international telephone and telegraph, marine and other lines of communication. Bell alone plans $2,000,000,000 in construction.

On FCC's docket, he said, are 513 applications for new FM stations, 129 for commercial TV stations, 265 for new AM stations and 147 for changes in existing AM stations. FCC staff expansion is planned, he said.

Ryan Voices Confidence

In turning over the NAB presidency to Justice Miller, retiring President Ryan voiced the "implicit confidence" broadcasters have in their new executive. He declared NAB fortunate in securing the services "during this important expansion period of so eminent a public servant as Mr. Justice Miller," and thanked broadcasters with "profound gratitude" for their "magnificent support."

Mr. Ryan presented an outline of broadcasting's achievements and problems, reviewing NAB growth.

Limited by lack of air time, broadcasters must refuse much business not appropriate for the listener, Mr. Ryan said, often rejecting messages carried in printed media. Over-commercialization is another danger, he continued, but explained that some complaints in this line may be due to the heavy contribution toward the war effort (perhaps $700,000,000 by stations, networks and advertisers when final figures are tabulated).

Surest way to increase audience for public interest programs, Mr. Ryan said in citing a frequent radio experience, is to obtain a sponsor for the programs. "Every pro-

(*Continued on page 70*)

Finch Names Three

FINCH Telecommunications Inc. has appointed the following members to its board of directors: Captain W. G. H. Finch, U.S.N.R., who has returned to the board after an absence which began before Pearl Harbor, when he resigned as president; Vincent Stanley, president of Gamewell Co., Newton Falls, Mass., and Herbert L. Petty, executive director of WHN New York.

1 CHOICE IN CHATTANOOGA IS

WDOD

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

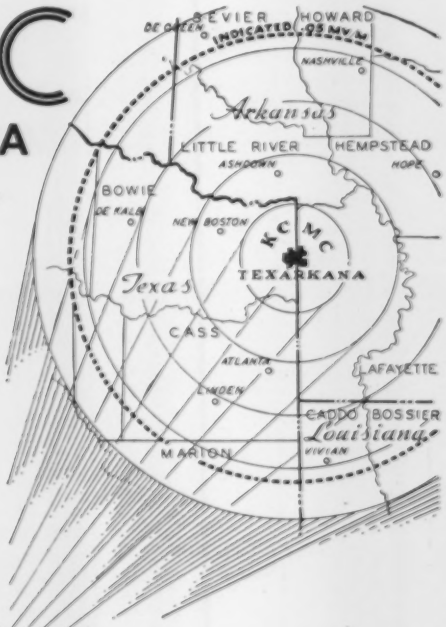
first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

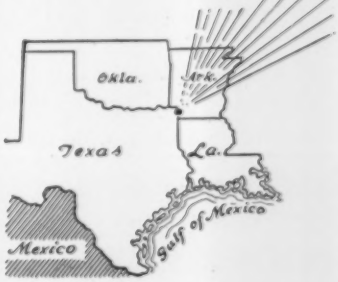
KCMC

TEXARKANA
U. S. A.

- AMERICAN
- MUTUAL

Sure, business is good in Texarkana. Thanks to high prices from cotton, livestock, oil and industry.





"Post War" Texarkana has ample resources to purchase any worthwhile product. Place Texarkana on your "must" schedule now. For further information write, wire or phone

FRANK O. MYERS,
Manager, KCMC,
Texarkana, U. S. A.

NAB Inaugural

(Continued from page 69)

gram on the air should be good enough so that some sponsor would be disposed to buy it," he suggested. "If it will not stand that test perhaps it is not good enough for a sustaining feature."

Mr. Ryan described radio's growth as an advertising medium as "phenomenal". In 1927 it did $5,000,000 of business with 7,000,000 sets in use, he recalled, compared to $391,000,000 of business last year with 60,000,000 sets. Radio in the postwar world will carry a considerable portion of the burden of providing jobs through promotion of distribution of goods, he concluded.

In his inaugural address President Miller, referring to the Congressional decree that makes broadcasting one of the most hazardous of all businesses, suggested that the time may be ripe "for all of us who are concerned, to sit down together and look for areas of agreement in an effort to clarify and reinterpret the law." He reminded that "radio must meet the challenge both of the balanced program and the balance sheet."

Looking into the future, President Miller reminded that mutual understanding, mutual respect and mutual confidence in each other will be required among peoples of the world as well as among our own people. Such results, he added, "can come only from unshackled opportunity to interpret and publish to the world the American way of life, of free, competitive enterprise operating under disciplined self-restraint; the American philosophy of government, by responsible leaders chosen by the people.

Mr. Miller referred to nauseating plug-uglies in the midst of a serious news commentary as poor taste as well as poor business "if the result is to prevent that broadcast from being heard at many a family fireside."

Radio Executive in Middle

Speaking of "those with axes to grind, as well as persons seriously concerned with the importance of properly balanced programs for public consumption," who make embarrassing demands for time, for changed regulations and for preferred treatment on the air, Mr. Miller said "the radio executive stands between importunate, shortsighted advocates of this or that, on the one hand, and the general public on the other."

Guests at the head table were: Commissioner Charles R. Denny, FCC; A. D. Willard Jr., NAB; Commissioner E. K. Jett, FCC; Maj. Gen. Frank E. Stoner, chief, Army Communications Service; Glen Bannerman, president, CAB; William D. Hassett, secretary to President Truman; Harold Smith, Director of the Budget; Maj. Gen. Harry C. Ingles, Chief Signal Officer; Charles G. Ross, secretary to President Truman; Mark Woods, president, American net; Gen. Alexander A. Vandegrift, Commandant, USMC; Paul Kesten, executive v-p., CBS; Rep. Joseph W. Martin Jr., House minority leader; William S. Hedges, NBC, ex-president of NAB; Sen. Wallace H. White Jr., Senate minority leader; Alfred J. McCosker, WOR, ex-president of NAB; Attorney General Tom C. Clark.

John Elmer, WCBM, ex-president of NAB; Mr. Justice Hugo Black; Chairman Paul A. Porter, FCC; President Justin Miller, NAB; Don S. Elias, WWNC, toastmaster; J. Harold Ryan, retiring president, NAB; Mr. Justice Stanley Reed; C. W. Myers, KOIN, ex-president of NAB; Fred M. Vinson, Secretary of the Treasury; Neville Mil-

MANAGERS of stations represented by Taylor-Howe-Snowden Radio Sales attended conference at Dallas. At luncheon were: Standing (l to r) Jacques D'Armond, United Press; O. L. (Ted) Taylor, T-H-S; Alex Keese, T-H-S; Duffield Smith, Dept. of Commerce; Rush Hughes, Rush Hughes Radio Features; Tams Bixby, KBIX. Seated (left front to rear), George W. Johnson, KTSA; Clyde B. Melville, T-H-S; Ligon Smith, Business Music Inc.; DeWitt Landis, KFYO; Mrs. Margaret Driggs, T-H-S; Raymond Hollingsworth, KGNC; Archie J. Taylor, KRGV. Right front to rear, Ted A. Workman, Glenn Advertising; Weldon Stamps, KADA; Paul Bruner, KBIX; Ivan Head, KVSF; Helen Caldwell, KFDM; Robert D. Enoch, KTOK; Olin Bragg.

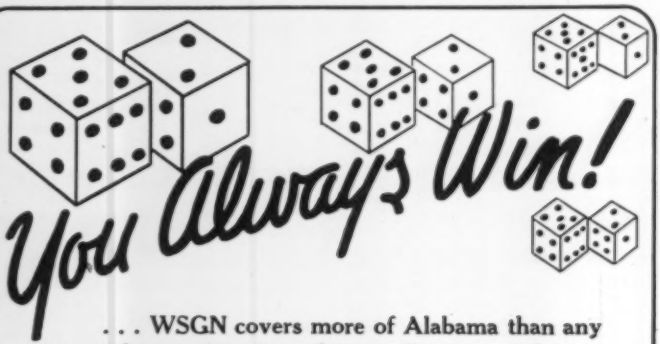
Scroll for Ryan

TRIBUTE to J. Harold Ryan, who retired Oct. 2 as interim NAB president, was paid in a resolution passed by the NAB Board of Directors at its Oct. 1-2 meeting. Spread on a scroll signed by President Justin Miller and board members, the resolution read:

The NAB in grateful recognition of his services to the industry presents this certificate to J. Harold Ryan. At great personal sacrifice he came to Washington in December 1940 and served more than three years as Assistant Director of the Office of Censorship in charge of radio. His splendid administrative direction of this activity contributed largely to the outstanding contribution which radio broadcasting made to the nation's effort in time of war. Responding to the request of his fellow broadcasters he accepted the presidency of this association under circumstances demanding wise and constructive leadership. This obligation he has discharged in a distinguished manner reflecting great credit upon himself and the industry.

Local Station Granted By FCC for Oil City, Pa.

NEW LOCAL standard station for Oil City, Pa., was granted by the FCC last week with assignment of 250 w on 1340 kc to Kenneth Rennekamp. Station will be operated unlimited time except for hours now assigned WSAJ Grove City, Pa.



. . . WSGN covers more of Alabama than any other station, tops them in listeners and costs less per sale.

. . . *WSGN has the largest percentage of daytime listeners in the Birmingham area.

. . . *Ten out of the Ten highest rated morning shows are on WSGN.

. . . *WSGN's morning rating in Birmingham is more than the combined rating of all other stations.

*C. E. Hooper Dec.-April 1945

WSGN

American Broadcasting Co.
THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed Co.

WCKY

the 50,000 watt voice in Cincinnati

ler, ex-president of NAB; Robert E. Hannegan, Postmaster General; Walter J. Damm, WTMJ, ex-president of NAB; Niles Trammell, president, NBC; Gen. George C. Marshall, Chief of Staff.

Edward J. Noble, chairman, American net; Wayne C. Taylor, Undersecretary of Commerce; Maj. Gen. Alexander D. Surles, Director of Information, War Dept.; Robert D. Swezey, v-p, Mutual; John W. Snyder, Director, Office of War Mobilization and Reconversion; Chief Justice D. Lawrence Groner, U. S. Court of Appeals, District of Columbia; Rear Adm. Joseph Redman, Director, Naval Communications; Maj. Gen. Myron C. Cramer, Judge Advocate General; Justice Henry W. Edgerton, U. S. Court of Appeals, District of Columbia; Commissioner Paul A. Walker, FCC; Brig. Gen. Robert L. Denig, Director of Public Relations, Marine Corps.

Leslie C. Johnson, WHBF; William B. Smullin, KIEM; Matthew H. Bonebrake, KOCY; Hugh B. Terry, KLZ; Kolin Hager, WGY; William B. Way, KVOO; Campbell Arnoux, WTAR; Chairman Paul Herzog, Natl. Labor Relations Board; Frank M. Russell, v-p, NBC; Robert E. Freer, Federal Trade Commission; James D. Shouse, WLW; John J. Gillin, Jr., WOW; Chairman Ewin L. Davis, Federal Trade Commission; Commodore Ellis Reed-Hill, Chief, Public Information, Coast Guard; Paul W. Morency, WTIC; Chairman Arthur J. Altmeyer, Social Security Board; Garland S. Ferguson, FTC; G. Richard Shafto, WIS;

J. Leonard Reinsch, WSB; Gerard D. Reilly, NLRB; Frank Stanton, v-p and general manager, CBS; Martin B. Campbell, WFAA; Clair R. McCollough, WGAL; John E. Fetzer, WKZO; T. A. M. Craven, WOL; William B. Ryan, KFI; E. L. Hayek, KATE; F. W. Borton, WMAQ; Hoyt B. Wooten, WREC; Harry R. Spence, KXRO.

Hallicrafters Dividend

HALLICRAFTERS Co., Chicago, in meeting on Tuesday declared a 10 cents a share regular quarterly dividend on its common stock, payable November 15.

KRNT

THE COWLES STATION *for* *Des Moines*

Detroit to Attack Time Shift Headache

Standard Time Sought For Networks During Summer Months

FIRST organized effort of a major market city to attack the time-shift problem due next spring with local revivals of daylight time will be taken this week in Detroit. Managers of network affiliate stations in Detroit will attend a meeting called by H. Allen Campbell, general manager of WXYZ.

Sentiment for similar meetings is developing in other cities where the network shift to daylight saving conforming with New York's time has brought one of broadcasting's worst headaches—a headache that was quiescent during the four-year period of war time.

Movement is growing to bring together all affected interests—networks, stations, advertisers and agencies. Still in the discussion stage, the idea is gaining support.

Revenue Loss

Many network affiliates are of the belief that networks may pay more attention to station complaints about time change if affiliates become sufficiently vocal. Heavy loss of revenue is faced in many cases, and station executives are going into the matter.

Adherence to standard time by networks would solve the problem, it is suggested. Railroads have followed this plan, changing schedules where necessary.

Cooperation of trade associations in the time problem is expected to develop. Adrian Samish, American program vice-president, proposes that NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies should study the problem and form an integrated program.

The NAB board of directors at its Oct. 1-2 meeting went into the subject at considerable length. It went on record as favoring all efforts to attain uniformity in time. The NAB staff was instructed to contact Federal agencies and Congressional leaders to inform them of the problems created by the spring shift to daylight saving.

Several bills affecting time still are pending in Congress since enactment of the measure repealing war time.

Statement by Mr. Samish on the time situation follows:

"We now are studying our broadcast schedule in the light of problems which have developed due to the ending of War Time and the return of Standard Time. This presents few difficulties because our schedule operates by the clock, and no immediate rescheduling is necessary.

"The return, in certain sections of the country, of Daylight Time next spring will be another matter. We believe that the ANA, NAB, and AAAA should study the problems as a whole and formulate an integrated program.

"Perhaps there should be some consideration given to the railroad technique of remaining on Standard Time, with adjustments in the various cities. It may prove more practical to have each network adjust its schedule individually, in order to best take care of the interests of the public and the programs. But in any case we should meet and discuss the problem."

Should Be Relieved

Phillips Carlin, MBS program vice-president, declared:

"Disadvantages accruing from changes in time give broadcasters a semi-annual headache which should be relieved. Were all urban communities to adhere to such prescribed time changes, making the shift to new time simultaneously, there would be no problems involved.

"However with the inclination on the part of various metropolitan centers to turn individualist on such occasions, a state of confusion arises in conflict in time of local programs with those of the networks, with John Q. Public the greatest loser of all. Although we in broadcasting can hope for and work toward ultimate solution of this problem, the local consideration with bearing upon it are so many and varied that the achievement of a time conformity throughout the nation cannot be enjoyed soon."

WAYLAND H. EVANS IS ACCIDENT VICTIM

WAYLAND H. EVANS, 45, president of Wayland Assoc., Chicago advertising agency, died accidentally Sept. 29 when he was struck during an altercation involving patrons in a Chicago cocktail lounge. Police said Mr. Evans and a party of friends were leaving the lounge when the accident occurred and were in no way involved in the argument. An inquest is to be held Oct. 10. Funeral services were held Saturday, Oct. 6. He is survived by his parents, his widow, Frances, and three children.

A meeting of the board of directors of the agency will be held Oct. 9 to elect a successor to Mr. Evans. He organized the agency which bears his name in 1923.

THIS IS BILL...

.....one of the service station managers who kept hundreds of thousands of necessary cars on the roads during the war and sold over $115,718,000 worth of gasoline during the war years. Think of what the gasoline market will be in postwar years in eastern and central New York and western New England—the WGY COMMUNITY*—one of the richest areas in the nation!

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

**WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.*

WGY

SCHENECTADY, NEW YORK

50,000 watts—NBC—23 years of service

Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

NATIONAL REPRESENTATIVES:
WEED & CO.

Joyner

(*Continued from page 18*)

golf—just as much as the lovers of symphony music enjoy the concert series of the Pittsburgh Symphony and the New Friends of Music concerts. All of them find a common understanding and enjoyment of FM for its almost total absence of noise and interference, and realism provided by its wide aural range.

At WTNT in Pittsburgh, the first FM station in Pennsylvania and one of the pioneer FM stations in the world, our plans were based primarily upon a program service which would bring to the listeners the full benefit of FM. With full confidence in FM's future we have remained mindful that it is an entirely new method of broadcasting, which gave our listeners an entirely new concept of radio entertainment—thus opening new and untried vistas in the all-important realm of programming.

As a pioneer in FM we believe entirely and completely in its future. We have proven to our own satisfaction that we are right and we are confident that with proper programming the public will find FM an improved system of broadcasting, justifying all of its claims.

.5 Millivolt Contour Jansky & Bailey Washington, D. C.
KEY—
Primary—White
Secondary—Dark Gray

For 25 years WDZ has programmed for the two major groups of people comprising this vast Central Illinois market—1,828,626 of them. They have money to spend. And the confidence they have in WDZ means volume sales for WDZ-advertised products. Your share is waiting.

NEW WDZ BROCHURE Now Ready

Solid facts about the WDZ market, boiled to essentials. A copy is yours for the asking.

HOWARD H. WILSON COMPANY, *Representatives*

1050 KILOCYCLES **WDZ** 1000 WATTS
TUSCOLA, ILLINOIS
"The Regional Station"

TIMEBUYERS TURNED TABLES on President Thomas G. Tinsley of WITH Baltimore and WLEE Richmond, Va., at dedication of WLEE last Monday night, presented their host with desk set. Mr. Tinsley had chartered an Eastern Airlines plane to fly group from New York to Richmond. Bottom row (l to r): Roland Van Nostrand, Benton & Bowles; R. C. (Jake) Embry, vice-president, WLEE; Mr. Tinsley; Irvin G. Abeloff, WLEE general manager; Frank Silvernail, BBDO; Frank Haas, Erwin, Wasey & Co.; Carlos Franco, Young & Rubicam. Top row, same order, Fritz Snyder, Betty Powell, Biow Co.; Gordon Mills, Arthur Kudner Inc.; Vera Brennan, Duane Jones Co.; Jack Allison, Headley-Reed Co., WITH-WLEE representatives; Mary Dunleavy, Pedlar & Ryan; Chester Slaybaugh, Morse International; Gertrude Scanlan, BBDO; Frank Hayes, Headley-Reed; Linnea Nelson, J. Walter Thompson Co.; William C. Dekker, McCann-Erickson; Bea Gumbinner, Lawrence C. Gumbinner Adv. Agency; Frank Headley, Headley-Reed; Betty Barrett, Donahue & Co.

RICHMOND STATION FORMALLY OPENED

WITH the fanfare of a Hollywood premier, WLEE Richmond, Va., operating with 250 w on 1450 kc, was formally dedicated last Monday, pledged by Thomas G. Tinsley, owner, to public service "as a part of the civic and industrial life of Richmond."

More than 5,000 persons, including some 20 New York timebuyers, city, state and military officials, jammed the Mosque, Richmond city auditorium, to witness a 2½-hour stage production. WLEE went on the air at 6 a.m. last Monday, with 72 local sponsors in addition to a full Mutual schedule.

Lewis G. Chewning, president of the Richmond Chamber of Commerce, declared WLEE would be a "real contribution to the city of Richmond" and was ready to "assume its responsibility in this community." He paid tribute to President Tinsley, also owner of WITH Baltimore, and to Irvin G. Abeloff, WLEE general manager who, for 14 years, had been with WRVA Richmond.

Mayor William C. Herbert of Richmond commended Mr. Tinsley for his ability to build programs in keeping with the local community.

WLEE, with offices and five studios in the Broad-Grace Arcade in downtown Richmond, will be headed by Mr. Tinsley, with R. C. (Jake) Embry, his assistant, as vice-president. Mr. Abeloff announced his staff as follows: Norman Manwarring, formerly of WMBG Richmond; Lt. Comdr. Sampson Scott, USNR retired, and Leonard Taylor, formerly of WHAT Philadelphia, sales department; Betty Shettle, formerly of WITH, traffic manager; Jim Fair, formerly of WAAT Newark, program director; Jim Duff of WITH, chief engineer; Eleanor Morris, music director. Station uses AP radio wire news.

Cuban

(*Continued fom page 18*)

another 4 channels with a power of from 500 w to 5 kw.

Besides this, in accordance with II b, 8 (b) and (d) of the NARBA, Cuba claims for itself the right to use the channel of 690 kw as clear channel to be used in Cuba by a class 1-A station.

The Cuban Administration, after a precise technical study of the present condition of the broadcasting stations of the countries which join the NARBA, demands the right to use the following channels:

580 kc from 5 to 10 kw, directional antenna east of the Villas

600 kc up to 50 kw, directional antenna east of the Villas

620 kc up to 20 kw, directional antenna east of the Villas

These stations should be classified as Stations II, special channels for Cuba, as per Table V, Appendix I.

640, 730, 740 and 800 kc in any locality of the Island, with directional antennas, 50 kw power as Class II stations, giving to the existing dominant station the protection quoted in the Appendix II, Table I, to Class 1-B stations.

860, 910 and 920 kc in any locality of the Island, with directional antennas as stations of the Class II, guaranteeing the same protection, limiting his power to a maximum of 20 kw.

950, 960, 1030 and 1060 kc, in any of the Island's localities, with directional antennas, as II Class stations, guaranteeing the same protection and limiting its power to a maximum of 10 kw.

Furthermore Cuba demands the right to use Class II station up to four of the following channels: From 500 w to 5 kw, employing directional antennas and guaranteeing to the existing dominant station the protection determined in Appendix II, Table I, to Class I-B station. 660, 670, 720, 760, 770, 880 and 890 kc.

Considering that the NARBA ceases to be in force on March 29 of 1946, the Cuban Administration requests the urgent drafting of a covenant agreement or understanding which will permit it to use the channels Cuba requires, under the appointed conditions, as an indispensable measure to maintain order in the use of the broadcasting channels in the region covered by said agreement.

Insofar as the use of the said channels requires expensive installations useful only for the specific frequency of the station that will use it, the Cuban Administration finds no justification to compel its broadcasting station the construction of such installation unless the stations would be protected through Regional Agreements or understandings with the neighbor nations with which it would have to share these channels, economically reasonable length of time against changes.

TV Channel Assignment List Is Revised With 90 Changes

ASSIGNMENT of additional channels for commercial television in various metropolitan districts over the number previously designated and reductions in others were made last week by the FCC with the issuance of a revised table of tentative allocations.

The Commission said its original table contained "some typographical errors" which have been corrected in the new list, which also includes additional channels it was found possible to assign.

A comparison of the original and the corrected table reveals numerous changes in the number of channels assigned and the particular channels designated for metropolitan districts. Altogether, 90 changes are indicated among the 140 districts listed.

Get Five Instead of Four

The following cities are given five instead of four channels: Denver, Memphis, Minneapolis - St. Paul, New Orleans, Salt Lake City, San Antonio, Spokane. The San Francisco-Oakland area gets six.

Districts increased from three to four channels are Amarillo, Atlanta, Beaumont-Port Arthur, Corpus Christi, Davenport-Rock Island-Moline, Des Moines, El Paso, Fresno, Houston, Jackson, Jacksonville, Kansas City, Little Rock, Miami, Mobile, Nashville, Oklahoma City, Phoenix, Pueblo, Sacramento, San Diego, Savannah, Seattle, Shreveport, Springfield, Mo., Tampa, Tulsa, Waco, Wichita.

Increased from two to three channels are Fort Worth, Omaha-Council Bluffs, Portland, Me., Rochester. Given two instead of one are Winston-Salem, Montgomery, and Dayton. Terre Haute, which was previously assigned a community station, is also given a metropolitan channel and Charlotte, which had been assigned a community station, is also given three metropolitan stations.

Approximately 40 cities are given reductions in the number of channels assigned. Boston is cut from five to three. Reduced from four to three are Buffalo-Niagara, Charleston, W. Va., Cincinnati, Indianapolis, Milwaukee, Norfolk-Portsmouth-Newport News, Sioux City.

Decreased from three to two are Austin, Birmingham, Charleston, S. C., Dallas, Durham, Galveston, Saginaw-Bay City, Tacoma. Reduced from two to one are Topeka, Lincoln, and Columbus, Ga.

Metropolitan stations are eliminated from Canton, O., San Jose, and Wheeling. Community channels are taken away from Winston-Salem, Montgomery, Grand Rapids, Dayton, and Charlotte.

The Commission will hold hearings on Thursday to draft final rules and regulations and engineering standards for commercial television.

TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES

(Note: This table applies only to the 13 television channels available for commercial television. In addition, applications may be filed for experimental television stations between 480 and 920 megacycles.)

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. (Metropolitan)	Total Stations: Metropolitan	Total Stations: Community
Akron	35	349,705	5	1	1
Albany Schenectady Troy	23	431,575	2, 4, 7, 9, 11	5	..
Allentown Bethlehem Easton	43	325,142		0	1
Altoona	111	114,094	9	1	1
Amarillo	136	53,463	2, 4, 5, 7	4	..
Asheville	132	76,324	5, 7	2	..
Atlanta	25	442,294	2, 5, 8, 11	4	..
Atlantic City	83	100,096		0	1
Augusta, Ga.	135	87,809	6	1	1
Austin	106	106,193	8, 10	2	..
Baltimore	13	1,046,692	2, 4, 7	3	0
Beaumont Port Arthur	90	138,608	3, 6, 8, 10	4	..
Binghamton	75	145,156	2	1	1
Birmingham	42	407,851	4, 9	2	..
Boston	5	2,350,514	2, 4, 7	3	0
Bridgeport, Conn.	53	216,621		0	1
Buffalo Niagara	14	857,719	4, 7, 9	3	..
Canton, Ohio	63	200,352		0	1
Cedar Rapids	115	73,219	7, 11	2	..
Charleston, S. C.	127	98,711	7, 10	2	..
Charleston, W. Va.	88	136,332	2, 7, 11	3	..
Charlotte	99	112,986	3, 9, 11	3	..
Chattanooga	76	193,215	3, 6, 10	3	..
Chicago	2	4,499,126	2, 4, 5, 7, 9	5	0
Cincinnati	16	789,309	2, 4, 7	3	..
Cleveland	9	1,214,943	4, 7, 9,	3	..
Columbia	117	89,555	2, 4, 8	3	..
Columbus, Ga.	133	92,478	3	1	1
Columbus, Ohio	29	365,796	3, 6, 8	3	..
Corpus Christi	121	70,677	3, 6, 8, 10	4	..
Dallas	27	376,548	4, 8	2	..

(Continued on page 75)

A community station may also be available in this city if a showing is made that such assignment would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there.

Assigning a station to Lancaster would require deletion of a station from either Reading, York, Easton, Pa., or Wilmington, Del. Moreover, such a station in Lancaster would be severely limited by interference.

SSI WILL PROMOTE HIGH SCHOOL GAMES

SCHOLASTIC SPORTS INSTITUTE, New York, is a newly organized group which will serve as a commercial link between sponsors and radio stations for interscholastic high school games broadcasts. Organization expects to promote high school games to popularity and will act as a consultant for sponsor and work out details with high school officials.

Negotiations are under way to have the project sponsored by either Coca Cola Co. or General Foods (Wheaties). Plans tentatively are to air games in about eight states around Jan. 1 and to increase the number of stations later on. By arousing interest in the games the SSI hopes to combat juvenile delinquency. A forecast of games is distributed to high schools.

SSI is headed by G. Herbert McCracken, vice-president of Scholastic Publications. Henry Stampleman, former copy-writer and account executive with Warwick & Legler, is executive secretary. Dick Dunkel, director of National Intercollegiate Statistical Bureau and originator of "Dick Dunkel's Ratings and Forecasts", will do the forecasts and is a director of the National Interscholastic Bureau of SSI. George Schreier, formerly with American, is public relations director for the Institute.

KMOX

St. Louis

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
SAN ARTHUR B. CHURCH PRODUCTION

No Shortage of Long Hair

Did you know that 62% of the radio public enjoys programs of serious music?

This figure was shown in a national survey among radio listeners six years ago. Today that percentage is even greater. The truth is that the average American is far more appreciative of so-called long hair music than is generally believed.

Until BMI entered the scene, few of the oustanding works by our contemporary composers of serious music had been licensed to broadcasters. Today, however, BMI grants the exclusive performing rights to music by the members of the American Composers Alliance.

This encouragement to modern composers is reflected in the increasing flow of distinguished music specifically designed for the enjoyment of radio listeners.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

IN ARIZONA
THE ARIZONA NETWORK
Where ninety-nine percent of retail sales are made: KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Lowell-Douglas. Affiliated in management with WLS, in Chicago.
JOHN BLAIR & COMPANY

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

MUTUAL NETWORK
Now On
WMOH!
Over 160,000 Radio Homes In .5 MV/M Area!
WMOH
Hamilton, Ohio

NAB Board

(Continued from page 16)

Washington; Gordon Gray, WSJS, WMIT Winston-Salem, N. C. Representing NAB were Paul W. Morency, WTIC Hartford; Frank Stanton, CBS; Leslie C. Johnson, WHBF Rock Island; C. E. Arney Jr., NAB; Justin Miller, NAB; J. Harold Ryan, NAB.

Out of that session and a luncheon the following day came an NAB proposal to FMBI for submission to the Oct. 20 Chicago meeting of FMBI at the Ambassador East.

Desire for a unified trade association to cover all branches of broadcasting—AM, FM, television especially—was expressed by NAB spokesmen. Main question at issue was the basis by which NAB could best serve FM. NAB contended that FM is another form of broadcasting and not a different medium, therefore has the same problems as AM.

On the other hand FMBI is still irked by the FCC's allocation of frequencies, feeling that it is entitled to more space in the portion of the spectrum under 100 mc. It feels that a merger with NAB should provide for a continued campaign for more FM channels.

FMBI-NAB Merger

Proposed to FMBI is an NAB administrative setup that would include an FM department as an integral part of the overall association. This department would have its own board of directors, it was suggested, with three representing either AM or AM-FM stations, three representing independents (FM) and a chairman.

Mutuality of interest is shown by the fact that 85% of FMBI already is represented in NAB, with many of those belonging to both groups feeling that one association should handle all their interests. Many AM broadcasters foresee FM as the supplanter of AM, and they propose to be in there pitching with an FM signal.

Mentioned during board sessions on a unified association was a proposal to look into television as another NAB department. Television Broadcasters Assn. was viewed as basicly engineering in operation, and it was felt that television, like FM, is merely another form of broadcasting.

Revived at the board's meeting was the proposal to award annual "Oscars" for meritorious service in the field of radio. Plan originally was suggested by a Hollywood publicity firm, and would be handled in a manner similar to the Academy of Motion Picture Arts & Sciences.

The board passed a resolution advising that a committee be named to determine the degree of interest in and methods for handling a system of awards. Naming of committee is expected soon.

Other angles of industry public relations were discussed but no definite action was taken.

Membership of the Broadcast Measurement Bureau board was completed with election by the NAB board of Joseph O. Maland, WHO Des Moines, for large stations and Robert T. Mason, WMRN Marion, O., for small stations. Both will serve three-year terms.

Hugh M. Feltis, BMB president, was directed to prepare a brochure explaining the value of BMB measurement data to small stations.

Mr. Feltis reported to the board that BMB now had signed 62% of U. S. operating commercial stations, or 545 in all. The list is broken down into 41 large stations (60%), 235 medium stations (67%) and 269 small stations (58%). In addition there are 4 FM and one Canadian station, a grand total of 550 subscribers.

NAB board was given a report on the BMB directors meeting Sept. 14 at which the measurement plan was officially designated "BMB Index of Station Audience", a network participation plan was approved and the terms "primary", "secondary" and "tertiary" were eliminated. Under the designation formula BMB will publish total audience figures and percentages, leaving to individual subscribers the mapping details. These will be subject to a Code of Practice to be finally adopted by the BMB board at a meeting next January.

President Miller was authorized by the board to name a committee to consider participation in the proposed Inter-American Assn. of Broadcasters, and to bring in a recommendation (see story page 18).

The board indicated willingness to comply with any feasible plan to assist the Government in effective use of the medium to promote U. S. activities. Nothing can be done until the Government itself sets up a plan to classify and allocate radio programs and announcements for some 50 agencies interested in reaching the public.

Mr. Arney reported on a meeting of OWI, Treasury and other officials, which he attended in an advisory capacity. Various methods of handling the U. S. radio allocation problem were discussed at this meeting. At present the OWI's Network Allocation Plan is being handled by War Advertising Council with Treasury funds. This project ends Dec. 8 at the close of the Victory Loan drive.

At that time the whole situation will be up in the air unless action is taken. Network allocation is a minor phase of the problem.

President Miller and Secretary-Treasurer Arney were instructed to study thoroughly all angles of the war veteran employment problem. Stations generally are aiding in relocation of veterans in their communities. They have little chance to hire additional help, as a rule, since full complements are employed now and veterans are returning to the stations they left.

No training program for broadcast employment is feasible at this time, it was felt, since staffs are already filled but interest was shown in projects for training of veterans in other branches of electronics.

The board went on record as favoring efforts to bring about uniformity in time and directed that attention of appropriate agencies be directed to the problems created by varying times.

Report on BMI

BMI progress was reported by Sydney Kaye, v-p and counsel, and Merritt Tompkins, v-p and general manager. More careful supervision by station managers of music was urged. Music committee was asked to consider ways by which broadcasters could be assisted in better utilizing music under performance rights contracts.

Next board meeting probably will be held in January.

Directors who attended the meeting, with districts, were: Paul W. Morency, WTIC, District 1; Kolin Hager, WGY, 2; Campbell Arnoux, WTAR, 4; F. W. Borton, WQAM, Miami, 5; Hoyt B. Wooten, WREC, 6; James D. Shouse, WLW, 7; John E. Fetzer, WKZO, 8; Leslie C. Johnson, WHBF, 9; John J. Gillin Jr., WOW, 10; E. L. Hayes, KATE, 11; William B. Way, KVOO, 12; Martin B. Campbell, WFAA, 13; Hugh B. Terry, KLZ, 14; William B. Smullin, KIEM, 15; William B. Ryan, KFI, 16; Harry R. Spence, KXRO, 17.

Directors-at-large, J. Leonard Reinsch, WSB, and J. Harold Ryan, WSPD, for large stations; T. A. M. Craven, WOL, and G. Richard Shafto, WIS, for medium stations; Matthew Bonebrake, KOCY, and Clair R. McCollough, WGAL, for small stations.

For networks, Frank Stanton, CBS; Frank M. Russell, NBC.

Miller for Miller

THE MILLERS are having their day in court, Chairman Paul A. Porter of the FCC told the inaugural guests. Justin Miller succeeded J. Harold Ryan as NAB president, Mr. Ryan having succeeded Neville Miller. In turn, Wilbur Miller succeeded to one of the three vacancies on the U. S. Court of Appeals for the District of Columbia.

Mason on FTC

LOWELL B. MASON of Illinois was named by President Truman last week to succeed the late Charles H. March on the Federal Trade Commission. Nominated for a seven-year term Mr. Mason is a son of former Senator William E. Mason of Illinois and has law offices in Chicago and Washington. His nomination was approved Friday by the Senate Interstate Commerce Committee.

TV Channel Assignments

(*Continued from page 73*)

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. (Metropolitan)	Total Stations: Metropolitan	Total Stations: Community
Davenport, Rock Island, Moline	67	174,995	2, 4, 5, 9	4	..
Dayton	44	271,513	5, 11	2	..
Decatur	122	65,764	2	1	1
Denver	26	384,372	2, 4, 5, 7, 9	5	..
Des Moines	59	183,973	2, 4, 5, 9	4	..
Detroit	6	2,295,867	3, 8, 10	3	..
Duluth, Superior	72	157,098	3, 6, 8, 10	4	..
Durham	139	69,683	4, 7	2	..
El Paso	105	115,801	2, 4, 5, 7	4	..
Erie	95	134,039	2	1	1
Evansville, Ind.	93	141,614	2, 11	2	..
Fall River, New Bedford	55	272,648		0	1
Flint	64	188,554		0	1
Fort Wayne	81	134,385	2, 4, 7, 9	4	..
Fort Worth	51	207,677	2, 5, 10	3	..
Fresno	79	97,504	2, 4, 5, 7	4	..
Galveston	131	71,677	9, 11	2	..
Grand Rapids	57	209,873	5, 7	2	..
Greensboro	130	73,055	2, 10	2	..
Hamilton, Middletown	110	112,686		0	..
Harrisburg	70	173,367	5	1	0
Hartford, New Britain	20	502,193	8, 10	2	0
Houston	21	510,397	2, 4, 5, 7	4	..
Huntington, W. Va., Ashland, Ky.	92	170,979	9	1	1
Indianapolis	24	455,357	3, 8, 10	3	..
Jackson	128	88,003	2, 4, 5, 7	4	..
Jacksonville	66	195,619	2, 4, 6, 8	4	..
Johnstown, Pa	100	151,781		0	1
Kalamazoo	112	77,213	3	1	1
Kansas City, Mo., Kansas City, Kans.	17	634,093	2, 4, 5, 9	4	..
Knoxville	87	151,829	2, 4, 8, 11	4	..
Lancaster	91	132,027		0	0*
Lansing	94	110,356	11	1	1
Lincoln	109	88,191	10	1	..
Little Rock	98	126,724	3, 6, 8, 10	4	..
Los Angeles	3	2,904,596	2, 4, 5, 7, 9, 11	6	..
Louisville	33	434,408	5, 9	2	..
Lowell, Lawrence, Haverhill	45	334,969		0	1
Macon	137	74,830	4, 7, 10	3	..
Madison	101	78,349	6	1	1
Manchester	118	81,932		0	1
Memphis	37	332,477	2, 4, 5, 7, 9	5	..
Miami	38	250,537	2, 4, 5, 7	4	..
Milwaukee	15	790,336	3, 8, 10	3	..
Minneapolis, St. Paul	11	911,077	2, 4, 5, 7, 9	5	..
Mobile	119	144,906	3, 5, 9, 11	4	..
Montgomery	126	93,697	6, 10	2	..
Nashville	56	241,769	4, 5, 7, 9	4	..
New Haven	39	308,228	5	1	0
New Orleans	31	540,030	2, 4, 6, 7, 10	5	..
New York, Northeastern New Jersey	1	11,690,520	2, 4, 7, 9	4	0
Norfolk, Portsmouth, Newport News	47	330,396	4, 7, 11	3	..
Oklahoma City	52	221,229	2, 4, 5, 9	4	..
Omaha, Council Bluffs	40	287,269	3, 6, 7	3	..
Peoria	69	162,566	3, 6	2	..
Philadelphia	4	2,898,644	3, 8, 10	3	0
Phoenix	84	121,828	2, 4, 5, 7	4	..
Pittsburgh	8	1,994,060	3, 6, 8	3	..
Portland, Maine	89	106,566	3, 6, 8	3	..
Portland, Oreg.	22	406,406	3, 6, 8, 10	4	..
Providence, R. I.	18	711,500	9	1	1
Pueblo	140	62,039	3, 6, 8, 10	4	..
Racine, Kenosha	97	135,075		0	1
Reading	73	175,355		0	1
Richmond	48	245,674	3, 8, 10	3	..
Roanoke	104	110,593	5, 9	2	..
Rochester	28	411,970	2, 6, 11	3	..
Rockford	102	105,259	11	1	1
Sacramento	54	158,999	3, 6, 8, 10	4	..
Saginaw, Bay City	77	153,388	2, 9	2	..
St. Joseph	129	86,991	11	1	1
St. Louis	10	1,367,977	4, 5, 7, 9	4	..
Salt Lake City	58	204,488	2, 4, 5, 7, 9	5	..
San Antonio	50	319,010	2, 4, 5, 7, 9	5	..
San Diego	49	256,268	3, 6, 8, 10	4	..
San Francisco, Oakland	7	1,428,525	2, 4, 5, 7, 9, 11	6	..
San Jose	78	129,367		0	1
Savannah	114	117,970	3, 5, 9, 11	4	..
Scranton, Wilkes-Barre	30	629,581	11	1	1
Seattle	19	452,639	2, 5, 7, 11	4	..
Shreveport	96	112,225	2, 4, 6, 8	4	..
Sioux City	107	87,791	4, 9, 11	3	..
South Bend	80	147,022	8	1	1
Spokane	71	141,370	2, 4, 5, 7, 9	5	..
Springfield, Ill.	103	89,484	8, 10	2	..
Springfield, Mass., Holyoke	32	394,623	1	1	0
Springfield, Mo.	134	70,514	2, 4, 5, 9	4	..
Springfield, Ohio	125	77,406		0	1
Stockton	108	79,337		0	1
Syracuse	46	258,352	8, 10	2	..

(*Continued on page 76*)

A community station may also be available in this city if a showing is made that such assignment would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there.

* Assigning a station to Lancaster would require deletion of a station from either Reading, York, Easton, Pa., or Wilmington, Del. Moreover, such a station in Lancaster would be severely limited by interference.

JOSEPH HENKIN DIES AFTER LONG ILLNESS

JOSEPH HENKIN, president and general manager of Sioux Falls Broadcast Assn., licensee of KELO and KSOO Sioux Falls, S. D., died last Wednesday morning in Sioux Falls after a prolonged illness.

Mr. Henkin

He came to this country over 50 years ago and lived most those years in South Dakota. In an editorial tribute in the *Sioux Falls Daily Argus Leader*, the paper said of him, "With his death there is closed a career of accomplishment and of service, of building and of progress."

Mr. Henkin, with his son, Morton, and daughter, Ruth, owned 75% of Sioux Falls Broadcast Assn. Inc. Recently, the FCC, acting under the duopoly regulations, ordered the company to dispose of either KSOO or KELO [BROADCASTING, Oct. 1]. The Commission gave the company until March 25, 1946, to act on the decision.

Roberts Reelected Head, Chicago Managers Club

HARLOW ROBERTS, vice-president of Goodkind, Joice & Morgan, Chicago, was reelected president of the Chicago Radio Management Club at its Oct. 3 meeting. Other officers elected for 1945-46 include: Margaret Wiley, vice-president; John Carey, treasurer; Hilly Sanders, secretary. Elected to serve on RMC's board of directors were Kay Kamelly, Holman Faust, Mark Smith and Harry Gilman. The Club also approved a motion to petition Chicago's City Council to revoke the local ordinance affecting daylight saving time so that the city would observe time changes in line with New York.

Ward Co. Accused

CHARGES that Montgomery Ward & Co., Chicago, has misrepresented the number of tubes contained in radio receiving sets it sells and also the capacity of the sets for television reception are contained in a complaint issued by the Federal Trade Commission. Complaint charges the company in various statements represented its sets as being equipped with either six, seven, eight, nine, eleven or twelve active, fully functioning tubes and as being equipped for television. FTC claims the sets are not equipped with designated number of necessary, fully functioning tubes and that sets are not wired for or capable of television reception. According to the complaint, sets contain one or more nonfunctioning, tuning beacon, or rectifier tubes performing no customary function in detection, amplification, and reception of radio signals.

GATEWAY TO THE RICH TENNESSEE VALLEY

CBS AFFILIATE

PAUL H. RAYMER CO.
National Representative

WLAC

50,000 WATTS
NASHVILLE

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

AP

WBCA, Schenectady, N. Y.

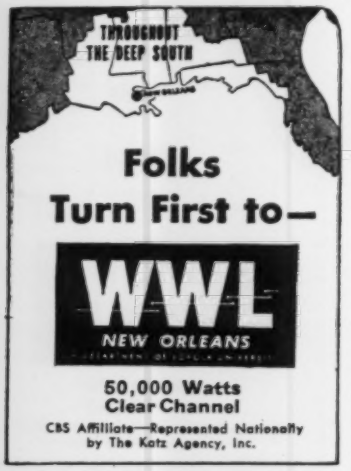
. . . your Telescript sales presentations have been most helpful . . . think these sales helps the most constructive sales aids we have received from any source.

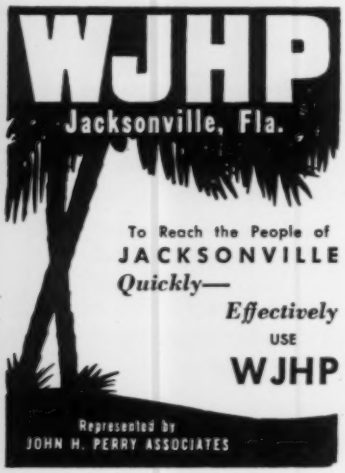
Leonard L. Asch, President

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

"JIM"
is still overseas
WRBL
Columbus, Ga.

J. W. Woodruff, Sr., *Manager*





TV Channel Assignments

(*Continued from page 75*)

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos. (Metropolitan)	Total Stations: Metropolitan	Total Stations: Community
Tacoma	74	156,018	4, 9	2	..
Tampa St. Petersburg	61	209,693	2, 4, 5, 7	4	..
Terre Haute	116	83,370	6	1	1
Toledo	34	341,663	6	1	1
Topeka	123	77,749	7	1	1
Trenton	60	200,128	6	1	0
Tulsa	65	188,562	3, 6, 8, 10	4	..
Utica Rome	68	197,128	6	1	1
Waco	138	71,114	3, 6, 9, 11	4	..
Washington	12	907,816	6, 9, 11	3	..
Waterbury	85	144,822		0	1
Waterloo	120	67,050	3, 6 *	2	..
Wheeling	82	196,340		0	1
Wichita	86	127,308	2, 4, 5, 9	4	..
Wilmington	62	188,974		0	1
Winston-Salem	124	109,833	6, 8	2	..
Worcester	41	306,194	6	1	0
York	113	92,627		0	1
Youngstown	36	372,428	11	1	1

..1 community station may also be available in this city if a showing is made that such assignment would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there.

* Assigning a station to Lancaster would require deletion of a station from either Reading, York, Easton, Pa., or Wilmington, Del. Moreover, such a station in Lancaster would be severely limited by interference.

CONTRACT IS SIGNED BY NABET AND WOR

FOLLOWING the conclusion of its contracts with American and NBC the week before, NABET last Thursday signed a renewal contract with WOR New York. New contract, which runs until Jan. 1, 1947, is reported to be virtually a duplicate of the ones with the networks, calling for an eight-hour day and a scale from $57.50 for beginners to about $110 for engineers on the job more than six years, with extra pay for supervisors. WOR deal does not, however, have the year's back pay feature that is included in the network contracts, as WOR's contract expired only about a month ago.

Meanwhile, CBS engineers, members of the AFL union, IBEW, also secured increases from that network after the contract, which was not to expire until Oct. 1, 1946, was reopened at request of union. This was done in accordance with a clause permitting either party to have it reopened as of Oct. 1, 1945, for a wage adjustment. New contract calls for a scale ranging from $60 to $110 week. Working conditions remain unchanged, but length of contract was extended six months, until April 1, 1947. New CBS deal also shortens the period between starting and maximum salary from six to five years.

WGY Given Award

WGY Schenectady has been awarded the General Electric Plaque, given annually to the station which has distinguished itself by the most efficient technical operation of a broadcast transmitter, and for maintaining during 1944 the most nearly perfect operating record of stations now or formerly operated by NBC. The station has lost only 1 hour, 43 minutes, 25 seconds of broadcasting time in nine years, while compiling a total record of 62,210 hours, 28 minutes.

Keller Quits Govt.

MAJ. JOSEPH E. KELLER, in Government service since May 1942, last week returned to private practice with the Washington law firm of Dow, Lohnes & Albertson. He has served as adviser on state barriers for the Office of Defense Transportation, as a retired Army officer. Maj. Keller, appointed consultant on state barriers by the late Joseph B. Eastman, former ODT director, on May 11, 1942, served in that capacity until going on active Army duty in January 1943. Following his return from Army service, he was named adviser to Col. Johnson, Mr. Eastman's successor. Formerly with the FCC Law Department, Maj. Keller had engaged in private law practice in Washington and Dayton.

Maj. Keller

School Series at WLS Starts Its Tenth Season

ONE OF THE BIGGEST schools in the country, with over 1,000,000 students and 30,000 classrooms, opened its tenth consecutive term last week over WLS Chicago, with classes five days a week at 1:15 p.m. CST.

With a new format geared to the daily change of world history, the WLS *School Time* program will teach subjects for children of elementary and high school age. On Monday, Gil Hix, member of WLS news staff, will teach geography. Tuesday, scientific subjects will be discussed in "Adventures in Health". Arthur C. Page is the author of the course. Wednesday, "The Magic Harp" features WLS concert orchestra directed by Hernan Felber.

Mr. Page directs curriculum, assisted by Virginia Pickens, a graduate of U. of Syracuse and New York Teachers College.

Statuette Plaques For Each Station

DUPLICATES of the National Radio Week commemorative statuette, in plaque form, will be presented to all broadcasting networks and stations, with individual call letters silver embossed, Willard D. Egolf, NAB director of public relations, announced last week. The statuette, created by Charles Bradley Warren, noted sculptor, has been completed and will be presented to NAB by the Radio Manufacturers Assn. during the Nov. 4-11 celebration.

At a meeting in Philadelphia last week the Radio Manufacturers Assn. advertising subcommittee speeded arrangements for RMA participation in the week. It will meet Oct. 18 in New York with the NAB Public Relations Committee for a joint discussion.

Some 25,000 radio set dealers will use window displays provided by the RMA. They will have booklets suggesting observance methods and also a display piece featuring a picture of the statuette. Broadcast stations also will receive instruction booklets.

National Retail Dry Goods Assn. will support the week and bulletins will be sent to member stores suggesting local tie-ins. NAB is supplying material for the NRDGA bulletins. American Retail Federation is preparing bulletins for its members.

Radio Executives Club of New York will hold a "Network Old Timers Day" Nov. 1, with members of the Twenty Year Club participating. Chicago Radio Management Club will hold a similar program Nov. 7.

RULES ON STATION TRANSFERS READIED

PROPOSED rules to govern future transfers of stations are now under preparation by the FCC, but pending their adoption applicants may follow the procedure laid down in the Avco-Crosley decision, the Commission announced last week.

The Commission said that where the suggested procedure would be applicable consideration of transfers will be deferred. "However", it was stated, "the Commission recognizes that some applicants may be desirous of following the general principles of the procedures in that decision without awaiting the adoption of the final rules.

"Accordingly in many cases where applicants desire to follow such general procedure pending the adoption of formal rules, they may file a statement to that effect supplementary to the application and include in such statement the details of specific procedure, within the framework of the announced procedure in the Crosley decision, which the applicants propose to follow."

FM Assignment Protests to be Heard

Requests for More Time Will Be Acted On Later

FOREGOING action on requests for extension of time to begin operations on the new FM frequencies, the FCC announced last week that its Oct. 15 hearing will be limited to objections filed concerning assignments in the New York metropolitan district. In addition to protests received from CBS and NBC, the Commission disclosed, Bamberger Broadcasting Service Inc. has filed objection.

Requests from existing stations for additional time to make the changeover to the higher band will be acted on later, the Commission declared, when it is more fully informed on progress made by the various licensees toward converting their operations. A half dozen stations had advised they are unable to obtain equipment required to begin regular service on the Jan. 1 deadline.

Objections on Power

The Commission also acknowledged that it has received objections by some licensees to the power assigned their stations under the new frequencies and that these protests will be considered at a future date. Objections to power assignments were filed by Maj. Edwin H. Armstrong, licensee of WFMN Alpine, N. J., and Zenith Radio Corp., licensee of WWZR Chicago.

Maj. Armstrong, through his counsel, Dow, Lohnes & Albertson, objected to the radiated power limitation of 6 kw assigned his station, declaring it would be impossible to serve New York City and surrounding area.

He said that the present radiated power of the station, which has been operating on a regular schedule since 1939, is between 100 and 125 kw. The "drastic reduction" in power, he declared, correspondingly decreases the service area. He added that his investment of well over $500,000 in the project would be in large part destroyed by the Commission's action.

Zenith Claim

G. E. Gustafson, Zenith vice-president in charge of engineering, protested the reduction of power from 50 kw to 12 kw in connection with the change in frequency of WWZR from 45.1 mc to 98.5 mc. He said that comparative tests run by the *Milwaukee Journal*, in which Zenith participated, of the operation of WMFM at 45.5 mc and an experimental station at 91 mc indicates that the service from WWZR will be "very seriously curtailed."

Mr. Gustafson said that the results of the *Journal* tests, which have been conducted over a period of three months under careful conditions, shows that "the effect of transmissions on 100 mc as compared to 50 mc in terms of what the user of a radio receiver will get will be very great, especially in the rural areas, and the 100 mc service will be much inferior."

A request for a 30-day extension of time to file objection to its FM assignment was denied WGTR Paxton, Mass., which asked that it be permitted to submit evidence bearing on its assignment in the event the Commission's action on FM applications by the Yankee Network in four New England cities makes it desirable.

The Commission informed the station that "if, as a result of action . . . with respect to particular Yankee Network FM applications, you desire to call additional facts to the Commission's attention concerning the assignment to WGTR, this may be done by the filing of an appropriate application at that time. Hence, no postponement is necessary and your request for postponement is accordingly denied."

Objection to the number of FM channels assigned to the New York metropolitan district was made to the Commission by E. I. Godofsky, former part-owner of WLIB Brooklyn, who contends there should be as many FM stations in the area as there are AM.

Mr. Godofsky, who plans to enter FM, declared that the New York metropolitan area should include cities in northern New Jersey and other surrounding territory. If this were done, he points out, there would be six or more additional metropolitan channels assigned to the area.

'Adventure' Troubles

WGN Chicago has refused to comply with sponsor's request to move *Human Adventure* to New York City, effective Oct. 14. St. George & Keyes, New York, agency for Revere Copper & Brass, program sponsor, said agreement had been made last year with U. of Chicago, program supervisors, that show could be moved on request but both WGN and university officials deny this. Program is owned by WGN and will continue to be presented as a public service feature, whether Revere continues sponsorship or not, according to William McGuineas, WGN commercial manager. Agency, which notified show producers to announce program would be moved to New York after 10-10:30 p.m. (CWT) Oct. 3 broadcast, has threatened to drop show when contract expires unless switch is made.

Television Course

TELEVISION CLASSES for some 175 students are being held by NBC western division in its Hollywood studios with network engineers, representatives from 11 motion picture companies and electronic equipment manufacturers in attendance.

New Circuit for FM Sets Developed by RCA Labs.

A NEW radio circuit for FM receivers which makes it possible to build an FM set at a cost comparable to that of standard band receivers, was described last Wednesday by Stuart W. Seeley, manager of the industry service division of RCA Labs., before the New York section of the Institute of Radio Engineers.

The new RCA circuit is insensitive to electrical interference of all kinds, Mr. Seeley said, and operates with equal effectiveness on strong and weak stations. Its incorporation into a receiver eliminates the need for additional tubes and parts formerly considered essential to FM sets, he added. RCA Victor division announced the new circuit would be embodied in future models of its FM receivers.

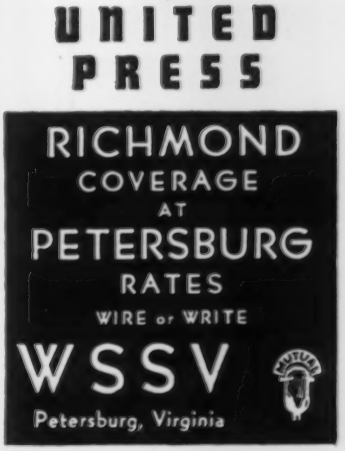
TBA Meet to Present Exhibit of Equipment

SECOND CONVENTION of Television Broadcasters Assn., New York, will be held in New York in March or April, 1946, highlighted by a wide display of television equipment, including receivers, cathode ray tubes and parts. J. R. Poppele, president, said plans are under way to enlarge the convention exhibitions to a general exhibition.

"Television will begin moving in a big way in 1946," Mr. Poppele said. "Instead of holding our convention in December as last year, the event has been moved to spring when television receivers will be ready in quantity for sale to the public. All of the latest models ready for distribution will be shown at the TBA convention."

News With Truman

FOR the first time the four major networks are represented individually on a Presidential tour. Scheduled to leave Washington Saturday with President Truman were Tris Coffin, CBS; Bryson Rash, American; Bob McCormick, NBC, and William Hillman, MBS. The party goes first to Blytheville, Ark., then Caruthersville, Mo., winding up Oct. 10 at Gilbertsville, Ky. On Oct. 27 the President speaks over all networks at 1:30 p.m. (EWT) from Central Park, New York, in a Navy Day address. He'll use the two-microphone system developed by J. Leonard Reinsch, managing director of the Cox stations (WIOD WSB WHIO) and radio adviser to the President. On Nov. 2 Mr. Truman speaks on all networks from Statesville, N. C., then visits Raleigh. Each network will send its own reporter on that trip. Heretofore radio has been covered on Presidential trips by the pool method.



ACTIONS OF THE FCC

SEPTEMBER 28 TO OCTOBER 4

Decisions . . .

ACTIONS BY THE COMMISSION

SEPTEMBER 28

ADOPTED ORDER on own motion that hearing on promulgation of rules and regulations and standards of good engineering practice for commercial television stations be postponed from 10-4-45 to 10:30 a.m. 10-11-45. Time for filing appearances and briefs extended to 10-8-45.

ADOPTED ORDER that hearing on assignment of FM frequencies to existing FM licensees in New York metropolitan district shall be held before Commission en banc 10:30 a.m. 10-15-45 for purpose of considering protests of CBS, NBC and Bamberger Broadcasting Service Inc. and receiving any other evidence and information that may be presented to Commission. Appearances must be filed on or before 10-10-45. Further ordered that on or before 10-10-45 CBS, NBC and Bamberger should file with FCC a statement specifying exact frequencies which each of them is requesting for assignment to their FM stations in New York City and to other existing FM stations in New York metropolitan district.

OCTOBER 3

KJR Fisher's Blend Station Inc., Seattle, Wash.—Granted petition to remove from hearing docket and granted applications to assign license KJR (and relay KEGR) from Fisher's Blend Station Inc. to Birt F. Fisher.

WBML Middle Georgia Broadcasting Co., Macon, Ga.—Granted acquisition of control licensee corp. by E. D. Black and E. G. McKenzie thru sale 50 sh common stock (25%) by Mrs. Arthur Christie to licensee corp. for $20,000.

W3XO C. M. Jansky Jr. and Stuart L. Bailey d/b Jansky & Bailey, Washington, D. C.—Granted application for assignment of license developmental station W3XO to WINX Broadcasting Co. for $75,000.

Kenneth Edward Rennekamp, Oil City, Pa.—Adopted order granting application for CP new standard station 1340 kc 250 w unl. (except for hours now assigned WSAJ). Subject to conditions that applicant will be required to install frequency and modulation monitors as soon as available, as well as antenna ground system, and to select trans. site, all of which will be in compliance with FCC Standards of Good Engineering Practice.

ADOPTED ORDER on own motion, to postpone until 10:30 a.m. 1-14-46 hearing now set 10-23-45 re clear channel broadcasting in standard broadcast band (Docket 6741) and denied petition of Clear Channel Broadcasting Service and its 16 members for indefinite postponement of hearing.

ADMINISTRATIVE BOARD ACTIONS

OCTOBER 1

KFOX Nichols & Warinner Inc., Long Beach, Cal.—Granted CP install new trans.

KSLM Oregon Radio Inc., Salem, Ore.—Same.

WINS Hearst Radio Inc., New York—Granted mod. CP authorizing increase power, install new trans. and changes in DA-DN, for change in type of trans. and extension completion date from 11-3-45 to 60 days after grant. Permit is granted subject to such conditions as FCC chief engineer shall deem necessary to determine that DA pattern is obtained and maintained, and subject further to express condition that permittee shall satisfy legitimate complaints on blanketing within 250 mv/m contour, including external cross modulation.

WPIK Potomac Broadcasting Co., Alexandria, Va.—Granted mod. CP authorizing new station, for changes in trans. approval of ant., and approval of trans. site at Telegraph Road, approx. 1.5 mi. SW of center of Alexandria. Permittee granted waiver Secs. 3.55(b) and 3.60 of FCC Rules & Regulations on following conditions: (a) that cathode ray oscilloscope be used to continuously monitor percentage modulation; (b) that upon commencement of operation frequency checks by an external standard will be submitted daily to FCC until satisfactory operation is indicated, and weekly thereafter until a frequency monitor is installed which meets approval of FCC chief engineer; (c) that approved frequency and modulation monitors will be installed as soon as such equip. becomes available.

WKIK Inter-City Advertising Co., Columbia, S. C.—Granted license to cover CP authorizing new station, change location from 1732 Main St., Columbia, to Jerome Hotel, Main at Lady, Columbia. Also granted authority to determine operating power by direct measurement of ant. power. Licensee granted waiver Secs. 3.55(b) and 3.60 of FCC Rules & Regulations upon following conditions: (a) that cathode ray oscilloscope will be used to continuously monitor percentage modulation; (b) that frequency checks by an external standard will be submitted to FCC weekly; (c) that approved frequency and modulation monitors will be installed as soon as such equip. becomes available.

WKY WKY Radiophone Co., Oklahoma City—Granted license to cover CP authorizing increase in power, installation DA-N, and move trans. Also granted authority to determine operating power by direct measurement of ant. power.

KWRD City of Dallas, Tex., area of Dallas—Granted license to cover CP covering new relay station to be used with WRR Dallas on 33.38, 35.02, 37.62, 39.82 mc with 2 w.

NEW-Relay Utah Broadcasting & Television Co., area of Salt Lake City—Granted CP for new relay station to be used with KUTA on 1622, 2058, 2180, 2790 kc, with 250 w.

W3XL Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.—Granted mod. CP authorizing new developmental station for extension completion date to 12-15-45.

W3XLA Everett L. Dillard tr/as Commercial Radio Equipment Co., area of Washington, D. C.—Granted mod. CP authorizing new satellite developmental station, for extension completion date to 3-15-46.

W4XAG Georgia School of Technology, Atlanta, Ga.—Granted license to cover CP authorizing new developmental station; frequency to be assigned by FCC chief engineer from time to time; 1 kw power; to operate in accord with Secs. 4.151 to 4.157 incl., and to conduct such other related exp. operations as FCC may require thru its engineering dept., particularly with respect to determination of receiver characteristics related to proposed operation and coordination of experimentation with other stations and experimental operations in the field. License is granted on exp. basis only; conditions.

WMFR Radio station WMFR, High Point, N. C.—Granted CP move trans. and studios to 164 So. Main St., High Point (Action taken 9-21).

WMIS Natchez Broadcasting Co., Natchez, Miss.—Granted license to cover CP authorizing change frequency to 1240 kc; also granted authority to determine operating power by direct measurement of ant. power (Action taken 9-24).

W2XEM Allen B. DuMont Labs. Inc., area of New York—Granted license to cover CP authorizing new exp. TV station upon exp. basis only; condition. Frequencies to be assigned by FCC chief engineer from time to time; 1 kw aural, 1 kw (peak) visual.

ACTIONS ON MOTIONS

(By COMR. DENNY)

OCTOBER 1

Calumet Broadcasting Corp., Hammond, Ind.—Granted motion for extension of time within which to file exceptions to proposed findings of fact and conclusions of FCC, and extended time to file such exceptions to 11-1-45.

OCTOBER 4

A. Frank Katzentine, Orlando, Fla.—Granted motion for leave to amend application for new station so as to change 1400 kc to 1420 kc and power from 250 w to 5 kw DA-N, unl.; amendment accepted as part of application; ordered that application as amended be removed from hearing docket.

A. C. Neff, Savannah, Ga.—Granted petition for leave to amend application for new station so as to show a balance sheet as of 9-1-45, and transmitting and associated equip. now proposed to be used; amendment covering these matters accepted as part of application.

ROCHESTER Broadcasting Corp., Rochester, N. Y.—Granted motion for leave to amend applications; application as amended made part of record without further hearing; proposed findings filed by applicant were amended.

KRBC Reporter Broadcasting Co., Abilene, Tex.—Granted petition for leave to amend application so as to increase 1 kw D to 5 kw D on 1470 kc etc.; amendment accepted.

KPLC Calcasion Broadcasting Co., Lake Charles, La.—Granted petition for leave to amend application so as to show changes in financial status of applicant, interest in other stations etc.; amendment accepted.

KVOM Inc., Marshall, Tex.—Granted petition for leave to amend application for new station so as to show current information as to applicant's post office address, officers, directors and stockholders etc.; amendment accepted. Also denied petition to hold consolidated hearing on applicant's application and that of Marshall Broadcasting Co. in Marshall Tex., instead of Washington, D. C. as now set.

WARC Inc., Rochester, N. Y.—Granted motion for leave to file supplemental information without further hearing and to supplement proposed findings re application for new station.

Tentative Calendar . . .

OCTOBER 9

WSRR Stamford, Conn.—Vol. assgn. license from Stephen R. Rintoul to Western Connecticut Broadcasting Co.

OCTOBER 11

HEARING to be held before Commission en banc in the matter of promulgation of rules and regulations and standards of good engineering practice for commercial TV stations. Auditorium of The National Museum, 10th St. and Constitution Ave. N. W., Washington, D. C., 10:30 a.m.

Applications . . .

OCTOBER 1

1260 kc WOL Cowles Broadcasting Co., Washington, D. C.—CP increase 1 kw to 5 kw, install new trans. and DA-DN, change trans. site from near Chillum, Md., to Wheaton, Md.

1150 kc WCOP Massachusetts Broadcasting Corp., Boston—CP increase 500 w N 1 kw D to 5 kw DN, make changes in trans. equip., install DA-DN, change trans. site from Boston to Lexington, Mass.

1450 kc WWDC Capital Broadcasting Co., Washington—CP increase power of synchronous amplifier from 100 w to 250 w, make changes trans. equip.

750 kc WHEB WHEB Inc., Portsmouth, N. H.—Special service authorization to operate with 500 w from local sunset to 6:30 p.m. EST during October, November and December 1945 and January, February 1946 in order to continue present operating schedule.

1410 kc KQV Alleghany Broadcasting Corp., Pittsburgh—CP increase 1 kw to

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kw, install new trans., DA-DN, change trans. site from Pittsburgh to Ross Township, Pa.

NEW-AM 1490 kc Chester E. Daly, Cleveland—CP new standard station WCLD 250 w unl. Applicant is owner-operator Empire Periodical Co., Buffalo; with Buffalo Evening News 19 yrs. and 7 yrs. with WBEN in programming, writing, sales and executive capacities. Existing capital $11,700. Est. cost $11,700. Proposed programming: 333 hrs. 40 min. (95.2%) commercial, 177 hrs. 20 min. sustaining. Propose INS news service. Engineering counsel—Paul F. Godley, Montclair, N. J. Legal counsel-Fisher & Wayland, Washington (P. O. 136 Carroll Rd., Buffalo 14, N. Y.).

NEW-AM 1340 kc G. W. Covington Jr., Salem, Ala.—CP new standard station 250 w unl. Applicant is owner WCOV. Existing capital $10,500. Est. cost $10,500. Proposed programming: 255 hrs. (50%) commercial. Engineering counsel-Holey & Hillegas, Atlanta, Ga. (P. O. 102 Montgomery St., Montgomery, Ala.).

NEW-AM 570 kc G. W. Covington Jr., Gadsden, Ala.—CP new standard station 1 kw D. Existing capital $28,250. Est. cost $28,250. Proposed programming: 255 hrs. (50%) commercial. Engineering counsel-Holey & Hillegas, Atlanta.

1440 kc KEYS Earl C. Dunn, Charles S. Kossi, H. B. Lockhart and E. C. Hughes d/b Nueces Broadcasting Co., Corpus Christi, Tex.—CP change 1490 kc to 1440 kc, increase 250 w DN to 1 kw N 5 kw D, install new trans., DA-N, change trans. site.

WSXIC A. H. Belo Corp., area of Dallas, Tex.—License to cover CP authorizing new developmental station.

AMENDED Telegraph Herald, Dubuque, Ia.—CP new FM station 46.5 mc 8,060 sq. mi. amended to change frequency to 99.5 mc, coverage to 24,26 sq. mi., trans. site from East Dubuque, Ill., to Dubuque, Ia., population from 300,250 to 811,484, type trans. from G.E. GF-103D to G.E. GF-150-B and make changes in ant. system.

1200 kc WEMP Glenn D. Roberts, Delva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evelyn M. Dolph, Hope D. Pettey, Rachel Young LaFollette, Genevieve S. Nesbit, John Ernest Roe and W. Wade Boardman d/b Milwaukee Broadcasting Co., Milwaukee—CP change 1340 kc to 1200 kc, increase 250 w to 10 kw, install new trans. and DA-DN, change trans. site from Milwaukee to New Berlin, Wis.

NEW-AM 1240 kc Central Washington Broadcasters Inc., Ellensberg, Wash.—CP new standard station 250 w unl. Stock: 250 sh common issued and outstanding, 100 par. Officers: Goodwin Chase Jr., pres., 83.33 sh 33.3%, who is v-p Washington National Bank; E. B. Craney, sec.-treas., 83.33 sh, mgr. and 50% owner KGIR, 33.3% KFPY, 50% KRBM, 40% KXL, 40% KPFA; Frances R. Symons, v-p, 83.33 sh, 35% KXL, 25% KGIR and co-mgr. KFPY. Est. cost $16,-000. Existing capital $25,000. Proposed programming: to begin with 270 hrs. (90%) commercial, 180 hrs sustaining. Joseph Kendall, theater mgr., is proposed prog. dir. Eng. counsel-Frank H. McIntosh, Washington. Legal counsel-John L. Wheeler, Los Angeles (P. O. Washington National Bank Bldg.).

Transfer KYUM Yuma Broadcasting Co., Yuma, Ariz.—Acquisition of control licensee corp. by KTAR Broadcasting Co. through purchase 12,350 sh (49.4%) common stock for $15,437.50 from John J. Lewis, who is 66.3% owner KTAR Broadcasting Co. KTAR Broadcasting now holds 48.596% interest Yuma Broadcasting. Reason is to change from indirect to direct ownership of licensee.

OCTOBER 2

TRANSFER of Control WHDH Matheson Radio Co., Inc., Boston—Transfer control licensee corp. from Alice E. Matheson (124 sh preferred 33.1%, 6,295 sh common 43.8%) and Ralph G. Matheson (17 sh preferred 4.5%, 5,760 sh common 40%), and including interests of other stockholders (20 sh preferred 5.35%, 1,250 sh common 8.7%) for total of 161 sh preferred 43.05% and 13,305 sh common 92.59%, to Fidelity Broadcasting Corp., wholly owned subsidiary of Boston Herald-Traveler Corp. Total consideration $823,806.94. Officers of transferee: Robert E. Choate, pres.; W. C. Wendroth, treas.; F. A. Wood, clerk. General legal counsel—Dempsey & Koplovitz, Washington.

NEW-AM 550 kc Federated Publications Inc., Lansing, Mich.—CP new standard station 1 kw DA unl. Applicant is owner-operator WELL. Officers: A. L. Miller, pres.; L. A. Weil Sr., v-p.; Paul A. Martin, sec.-treas.; Ida C. Tarbell, asst.-sec.; Lyle L. Erb, asst.-treas.; R. B. Miller, v-p; L. A. Weil Jr., v-p; Dan E. Jayne, v-p chrg. radio. Stockholders of record 6-19-45 totaled 454. Stock: 74,418 sh common issued and outstanding. Est. cost $73,300. Existing capital $73,300. Proposed programming-57% commercial. Proposed staff: mgr.-Forrest F. Owen, 12 yrs. com. mgr. and pub. rel. dir. WELL; prog. dir.-Bruce O'Leary, 5 yrs. prog. dept. WELL; chief eng.-Henry Witherington, 9 yrs. eng. WELL. Eng. counsel-W. C. Lent, Washington. Legal counsel-Fisher & Wayland, Washington. (P. O. 34-42 W. State St., Battle Creek, Mich.).

NEW-TV 78-84 mc WJW Inc., Cleveland—CP new commercial TV station, Channel 4, ESR 4,330. Est. cost $286,-500. Eng. counsel-George C. Davis, Washington. Legal counsel-Pierson & Ball, Washington.

RELAY WENH WJR, The Goodwill Station Inc., area of Detroit—Mod. CP authorizing change frequencies, power and equip., to change corporate name from WJR, The Goodwill Station to WJR, The Goodwill Station Inc. Also license to cover CP as mod. authorizing change frequencies, power, equip. and corp. name.

AMENDED Marshall Broadcasting Co., Marshall, Tex.—CP new standard station 1450 kc 250 w unl., amended re stockholders.

WBBM Columbia Broadcasting System In., Chicago—CP install new vertical ant.

WMT American Broadcasting Stations Inc., Cedar Rapids, Ia.—CP install new trans.

KFGQ Boone Biblical College, Boone, Ia.—Authority to determine operating power by direct measurement of ant. power.

WABW Associated Broadcasters Inc., Indianapolis—License to cover CP as mod. authorizing new FM station.

KRNR News-Review Co., Roseburg, Ore.—CP install new vertical ant.

NEW-FM Midwest Broadcasting Co., Mt. Vernon, Ill.—CP new metropolitan FM station, frequency and coverage to be assigned by FCC. Est. cost $57,300. Officers: Thomas N. Jordan, pres., 500 sh common 7.692%; Carl Schweinfurth, board chairman, 1,000 sh common 15.384%; George F. M. Ward, treas., 1,000 sh comon; Guy A. Wood, sec., 1,000 sh common; Harold G. Watson, v-p, 1,000 sh common; Ray Bundy, v-p, 1,000 sh common; W. B. Myers, v-p 1,000 sh common. All local businessmen. Total assets $65,000 Eng. counsel-George H. Lohnes, Washington. Legal counsel-Fred W. Albertson, Washington. Application for standard station filed 8-14-45.

AMENDED 590 kc KGGM New Mexico Broadcasting Co. Inc., Albuquerque, N. M.—Petition filed for reinstatement of application and grant: CP change 1260 kc to 590 kc and change trans. site, amended to request increase 1 kw DA to 1 kw D 5 kw N, install new trans. and DA-N.

1260 kc KVSF New Mexico Broadcasting Co. Inc.—Santa Fe, N. M.—Petition filed for reinstatement of application and grant: CP install new trans., new vertical ant., move trans. and studio, change 1340 kc to 1260 kc, increase 100 w to 1 kw (contingent on granting of application of KGGM).

NEW-FM 100.3 mc Sunbury Broadcasting Corp., Sunbury, Pa.—CP new FM station, 11,790 sq. mi., est. cost $32,-000. Applicant is licensee WKOK. Total assets $43,641.12. Eng. counsel-George C. Davis, Washington. Legal counsel-Horace L. Lohnes, Fred W. Albertson, Washington. Proposed staff: prog. dir.-Paul Miller, 8 yrs. broadcasting, 2 yrs. radar work Westingthouse Corp.; to be assisted by Ralph Gemberling; chief eng.-John W. Keller Jr., to be assisted by Robert Jacobs.

NEW-AM 990 kc John C. McCormack, George D. Wray, P. E. Furlow, Allen D. Morris, C. H. Maddox and W. E. Anthony d/b Oklahoma Television & Broadcasting Co., Tulsa, Okla.—CP new standard station 1 kw DA-N unl. Ownership: John C. McCormack 26.25%, quarter-owner KTBS; George D. Wray 21.25%, quarter-owner KTBS; P. E. Furlow 21.25%, quarter-owner KTBS; Allen D. Morris 21.25%, quarter-owner KTBS; C. H. Maddox 5%, chief eng. KTBS 14 yrs.; W. E. Anthony 5%, KWKH chief eng. 10 yrs. Est. cost $52,000. New capital $60,000. Proposed programming: 115 hrs. (23.9%) commercial; 366 hrs sustaining. Eng. counsel-O. S. Droke, Shreveport. Legal counsel-George B. Porter, Washington; W. H. Bronson, Shreveport.

OCTOBER 4

WHDH Matheson Radio Co. Inc., Boston—Authority to determine operating power by direct measurement of ant. power.

American Broadcasting Co. Inc., New York—Extension of authority to transmit recorded programs to all broadcast stations under control of Canadian authorities that may be heard consistently in U. S.

WKY WKY Radiophone Co., Oklahoma City—CP move aux. trans. to present site of main trans. and operate with 1 kw DA-N.

970 kc KENO Maxwell Kelch & Laura Belle Kelch d/b Nevada Broadcasting Co., Las Vegas, Nev.—CP change 1400 kc to 970 kc, increase 250 w to 1 kw, install new trans. and ground system.

AMENDED J. E. Rodman, Bakersfield, Cal.—CP new standard station 1340 kc 250 w unl. (contingent on KFRE application for change to 1060 kc), amended re changes in trans. equip.

NEW-AM 1490 kc Murray L. Grossman tr. as The Danbury Broadcasting Co., Danbury, Conn.—CP new standard station 250 w unl. Applicant is ex-com. mgr. WBRY. Est. cost $14,900. Existing capital $25,000. Proposed programming: 150 hrs. (41.66%) commercial; 210 hrs. sustaining. Eng. counsel-Garo W. Ray, Stratford, Conn. Legal counsel-Case & Wozencraft, Washington.

NEW-FM 104.1 mc Bell Broadcasting Co., Temple, Tex.—CP new FM station, coverage to be determined. Applicant is licensee KTEM. Est. cost $24,860. Total assets $45,947.64. Legal counsel-Fisher & Wayland, Washington.

NEW-AM 860 kc Wisconsin Broadcasting System Inc., Milwaukee—CP new standard station 250 w D Stock: 350 sh authorized, 250 sh issued and outstanding. Officers: Thad F. Wasielewski, pres., 12.5 sh (5%), attorney and former member of Congress; Gene T. Dyer Sr., v-p and treas., 50 sh (20%), formerly interested in WGES WSBC, now interested in Ft. Lauderdale Broadcasting Co., AM station applicant; Stanley Nastal, sec., 50 sh, owner program production firm in Milwaukee. Others interested: Stephanie G. Wasielewski 5%; Gene T. Dyer Jr. 20% and E. M. Dyer 20%, co-partners WAIT; Robert E. Tehan 20%, Milwaukee attorney and state senator. Est. Cost $13,755. Existing capital for entire amount. Legal counsel-Andrew G. Haley, Washington. Eng. counsel-Grant R. Wrathall, Washington. Proposed programming: 234 hrs. (65%) commercial; 126 hrs. sustaining.

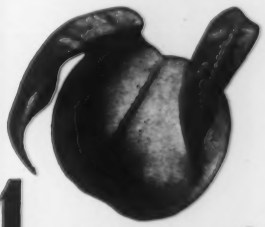
NEW-AM 1320 kc Kankakee Daily Journal Co., Kankakee, Ill.—CP new standard station 1 kw D. Applicant newspaper publisher. Stock: 1,200 sh common authorized, issued and outstanding. Officers: Leslie C. Small, pres., 606 sh (50.5%); Arthur L. Beckman, sec-treas., 107 sh (8.92%). Others interested: Len H. Small, 12.5%, Burrell L. Small 12.5%, Grace O. Small 12.91%. Est. cost $56,900. Funds available from surplus $65,000. Total assets $529,361. Proposed programming: 202.5 hrs. (50%) commercial. Eng. counsel-A. James Ebel, Champaign, Ill. Legal counsel-Charles V. Wayland, Washington.

NEW-FM 98.1 mc Johnson Kennedy Radio Corp., Chicago—CP new FM station, 11,970 sq. mi., $34,000 est. cost. Applicant is licensee WIND. Total assets $845,918.32. Legal counsel-W. Theodore Pierson, Harrison T. Slaughter and Ralph L. Walker, Washington. Eng. counsel—George C. Davis, Washington.

TRANSFER KXA American Radio Telephone Co., Seattle, Wash.—Vol. assgn. license to KXA Inc. Price $200,000. American Radio Telephone 51% owned (505 sh) by Harper-McGee Inc., wholesale radio and electrical firm, which in turn is principally owned by R. F. McGee, pres. and treas. assignor. Vincent I. Kraft, operator of Northwest Radio Adv. Co., is owner 390 sh assignor. KXA Inc. officers: W. I. Dumm, pres., 75 sh (3.75%), owner-pres. Associated Broadcasters Inc., licensee KSFO KWID KWIX; Robert B. Gaylord, 1st v-p, 900 sh (45%), v-p and gen. counsel KSFO; Phillip G. Lasky, 2d v-p, 4.5%, v-p and 35% owner KROW; Robert B. Gaylord Jr., sec., 3.75%, director and gen. counsel KROW; Cassius E. Gates, asst. sec., attorney; Franklin M. Dumm, treas., 6.25% director sec.-treas. KSFO. Others interested: Ray V. Hamilton 7.5%, exec. v-p Associated Broadcasters; Blanche and Jeanne Abrams Memorial Foundation 10%, College of Electronic Medicine; Royal V. Howard 5%, v-p chrg. eng., Associated Broadcasters.

Baker's Dozen

WMAJ, new outlet for State College, Pa., finally received its hard-to-get 23-C speech input unit the other day. Three of them in fact. WMAJ manager wired firm "Merry Christmas — have three 23-C's, what do?" Immediate reply was "Happy New Year—for God's sake, send back two collect."



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NCPAC Asks 25% Limit on FM Channels for AMs, Newspapers

A PETITION urging Congress and the FCC "to grant no more than one-quarter of available FM channels to licensees of existing standard (AM) broadcasting stations and to newspapers," with the remaining three-quarters of the FM licenses going to newcomers, is being distributed by the National Citizens Political Action Committee as part of an eight-page folder marked "immediate action".

Petition, following a preamble "deploring the failure of many American broadcasting stations to perform properly the public service to which they are pledged" and further "deploring the excessive profits of many licensees," also asks Congress and the Commission to "prescribe in terms of hour and expenditures standards of public service programming for all broadcasting stations."

NCPAC would prohibit granting an FM license to an AM licensee without a public hearing. They would also prohibit license renewal of any station until the application has been advertised throughout the community and all who wish have been "afforded the opportunity to apply competitively for the same license or to submit evidence why such license should not be renewed."

Finally, the petition asks for local hearings in communities where the applicants intend to serve.

Preceding the petition is a lengthy and horrendous picture of "radio today". Broadcasting, according to NCPAC, is largely controlled by National Assn. of Manufacturers and "the big newspaper publishers". NAM members own 10 clear-channel 50 kw stations, buy a lot of network time, sponsor commentators who present the NAM viewpoint, the bulletin avers. Newspapers also own or have affiliations with approximately 250 stations and, NCPAC declares, of the 208 station-owning papers who took sides in the 1944 political campaign "At least 152 or 73 per cent supported Dewey".

NCPAC charges that broadcasters fail to meet tests of public service. It cites a survey made by National Council of Farmer Cooperatives which reported "that 57% of those polled said that the clear-channel stations did not carry satisfactory farm programs." It declares one-third of the United States does not receive daytime service. It reports the FCC check of a sample week of 1944 shows that four network sustainers, *Invitation to Learning*, *National Radio Pulpit*, *University of Chicago Roundtable* and *Labor for Victory*, were carried by less than half the stations to which they were offered.

Worst of all, broadcasters make money. "For the industry as a whole in 1944 profits were 150% on depreciated value of the entire investment before federal taxes. . . . In a five-year period less than 1% of the broadcasting stations have gone into bankruptcy, while the mortality for other businesses requiring small capital investments runs to 70%."

Pointing out that all but a few of the 500 applications for FM stations are from present broadcasters and newspapers, NCPAC urges immediate protests to the Commission to limit severely assignments to these applicants so that the "choice frequencies" may not be granted "before men in the services are out of uniform, before small businessmen, presently concerned with reconversion, will have time to investigate this great small business opportunity, before farm, cooperative, labor and other groups have had a chance to present their applications."

STRUMMIN' ALONG WITH STRING-TOWN (Ky.)?

If your fortunes are entwined with those of that oddly-named community (via radio)—we suggest an unraveling job! Tie-up instead with the Louisville Trading Area where WAVE offers (at low cost) *more* prosperous listeners than can be found in the rest of the State *combined!* What's worth covering in Kentucky is no knotty problem. Done up in a neat package Louisville is what most advertisers really want!

LOUISVILLE'S WAVE

5000 WATTS . . 970 K.C. . . NBC

FREE & PETERS, INC.
National Representatives

Diathermy Rules

THE FCC has announced it will soon begin consideration of proposed Rules and Regulations and Standards of Good Engineering Practice for operation of medical diathermy equipment and industrial apparatus utilizing radio frequency energy.

WNEW Facilities Sought by Paulists

Apply to FCC for Transfer Of 'Franchise' to Society

APPLICATION for facilities of WNEW New York was filed late last week with the FCC by the Missionary Society of St. Paul, the Apostle (Paulist Fathers), New York, former licensee of WLWL.

Filed by John J. Sirica, Washington attorney, application "represents a flat request that the Commission withdraw from Greater New York Broadcasting Corp. (licensee of WNEW) the license privileges . . . and assign that franchise to the Society." A public hearing "will furnish ample justification for such action by the Commission," it continued.

'Better Qualified'

The Paulist Fathers said the Society "does not contend that it should be favored by the Commission because it is a religious organization. It is sincerely convinced that as a party, and without regard to its religious identity, it is far better qualified, from the standpoint of character, honest appreciation of the public interest, and otherwise, to render a public service through the operation of a radio station in New York City, than is the present licensee of WNEW."

Financial statements filed with the Commission show the Society's net worth on Dec. 31, 1944, to be $3,578,829.75, with total assets of $3,641,829.75. Applicant proposes to invest $205,000 for equipment and studios. The Washington engineering firm of May, Bond & Rothrock has been retained to handle technical phases.

In 1937 the Paulists sold WLWL to Arde Bulova, who also acquired WPG Atlantic City and WOV New York. Mr. Bulova subsequently discontinued WLWL and WPG and exchanged facilities between WOV and WNEW. Mr. Bulova, principal owner of WOV and WNEW, must dispose of one under the FCC duopoly regulation.

Cecil L. Berry

CECIL L. BERRY, 59, owner of CFGP Grande Prairie, Alta., died suddenly of a heart attack at Grande Prairie on Sept. 30. Well-known for his geniality by Canadian broadcasters from all parts of Canada, he came into broadcasting about eight years ago, built CFGP in the Peace River country of northern Alberta. Prior to entering broadcasting he was with Cockshutt Plow Co., Brantford, Ont., farm machinery manufacturer. He was born in England.

WESTERN ELECTRIC Co. has issued "Elements of Speech Input Systems", a booklet that by text, photographs, drawing and charts presents "an outline of the components, organization and characteristics of a typical audio system for high fidelity broadcasting."

Bob Wilson, Out of Navy, Joins New Telecast Firm

CHIEF Petty Officer Bob Wilson, former commentator and public events director of WOWO-WGL Fort Wayne (when both were Westinghouse stations) has taken a post with Telecast Corp. of America, New York, to voice news to theaters in Manhattan, Brooklyn, the Bronx and Queens. He also plans to free-lance in New York radio.

Mr. Wilson

Just released from the Navy, Chief Wilson was attached to the Radio Unit, Special Services Division, Armed Forces Radio Service, in Washington. Prior to his discharge he was on recruiting duty in Richmond, Va. Telecast Corp. is a new enterprise, feeding spot news and special events to various theaters. Plans are to provide television service to theaters later.

NO STRIKE EFFECT ON NETWORKS SEEN

NETWORK operations were not expected to suffer from the absence of telephone company employes from their posts Friday afternoon from 2 to 6, while members of the National Federation of Telephone workers voted whether to stage a nationwide strike.

Joseph Beirne, NFTW president, told BROADCASTING the departure of the workers to attend the meeting would have no effect on the networks "provided the telephone equipment used in the transmission of network programs holds up. If it breaks down any place, there will be trouble, as there will be no maintenance men on duty to fix it."

K. T. Rood of the long lines information office said: "Long lines expects to be able to maintain network service for the four hours which has been announced as the duration of the walkout." Mutual coverage of the World Series was expected to proceed as usual, with non-union supervisors taking over key positions involving programs of all networks.

Program Group Meeting

NAB Program Managers Executive Committee will confer in Washington Oct. 11-12 with Treasury officials on plans for the Victory Loan campaign. A score of program managers are expected. The committee will hold a separate meeting of its own Oct. 12 for discussion of routine problems. Secretary of the Treasury Vinson is expected to attend a lunch meeting Oct. 12.

Marketing Forum To Be Held in N. Y.

Six Sessions Planned to Run From Oct. 22 to Nov. 26

FIRST national marketing forum under the joint sponsorship of the National Federation of Sales Executives and Advertising Federation of America and the auspices of the Sales Executives Club of America will be held in New York. Sessions begin Oct. 22 and run through Nov. 26.

First session, on Oct. 22 will be held at the Waldorf-Astoria, 10 a. m.-7 p. m. with the following speakers: Arthur A. Hood, director dealer relations, Johns-Manville Corp.; Stanley A. Holme, General Electric Co.; Paul G. Hoffman, president, Committee for Economic Development; Charles M. Isaac, Chamber of Commerce of U. S.; Dr. J. Raymond Walsh, director of research, CIO; Gene Flack, president, Sales Executives Club of New York; John Hancock, Baruch-Hancock Report; Don G. Mitchell, vice-president, Sylvania.

At 9:30 p. m. *Information Please* through the courtesy of its sponsors, Socony-Vacuum Oil Co., will originate its broadcast from the session. Commerce Secretary Henry A. Wallace will address the banquet starting at 7 p. m.

Second session, on Oct. 29, 7-9 p. m., will be held at the Roosevelt Hotel and the following will speak: Wm. Rados, Henry Campbell, Sidney Edlund, Sidney Chamberlain, Richard Borden and Robert Canniff.

Speakers at the third session, on Nov. 5, Roosevelt Hotel, will be Joseph D. Ardleigh and Sterling W. Mudge. Fourth session occurs on Nov. 12 and fifth on Nov. 19, both at the Roosevelt Hotel.

Sixth and last session on Nov. 26 at the Waldorf-Astoria Hotel will have the following speakers on the agenda: Joseph M. Dawson, chairman of the board, Advertising Federation of America; J. Penefield Seiberling, president, Seiberling Rubber Co., Akron; Clarence Francis, chairman of the board, General Food Corp.; Robert Hanes, former president, American Banker Assn.; Don Belding, chairman of board, Foote, Cone & Belding, Los Angeles; Bruce Barton, president, BBDO, and John W. Snyder, director, Office of War Mobilization and Reconversion, who will address group at evening banquet.

Treasury Transcriptions

THREE new broadcast features produced by the Treasury are being sent to stations for Victory Loan promotion. They are: *Sports Personalities Speak*, presenting nation's top sportscasters and figures; *Industrial Leaders Speak*, featuring industrial leaders including Edgar Kobak, MBS president, and Niles Trammell, NBC president; transcribed 30-second announcements especially for rural areas.

NAB WILL OBSERVE JOSKE RADIO TEST

PROGRESS of the Joske department store radio test in San Antonio will be observed by a group representing the NAB during the week of Oct. 15. Group will be headed by Frank E. Pellegrin, who recently returned to his post as NAB Director of Broadcast Advertising after military service.

Project was started at the first of the year during regime of Lewis H. Avery, now head of his own representative firm. Mr. Avery will attend the inspection in an advisory capacity. Mr. Pellegrin will familiarize himself with details of the Joske broadcast campaign, a one-year project designed to develop most effective use of the medium in retailing.

The NAB party will include Ruth Borden, consultant on the Joske clinic, and Harold Fair, WHO Des Moines, program consultant.

Pioneer Operators Plan Old Timers' Night Nov. 8

MORE than a thousand pioneer radio and wireless operators who were active in the field before broadcasting's official birthday in 1920 will participate in the 25th anniversary celebration by staging an Old Timers' Night Nov. 8 at Hotel Commodore, New York, according to Louis G. Pacent, general chairman of the executive committee. Other committee members are: George Lewis, I.T.&T., vice-chairman; Edward J. Content, WOR New York, treasurer; Ralph R. Batcher, Caldwell Clements Inc., secretary.

Mr. Pacent said the dinner will be followed by demonstrations of apparatus retrieved from museums and attics.

HOUSE PASSES

Reorganization Bill With 25% Cut Policy

REORGANIZATION of Government agencies, including FCC, was started on its way last Thursday when the House passed the Manasco Bill (HR-4129) 304-56. An amendment by Rep. Martin (R-Mass.), minority leader, calling on the President to reduce expenditures by 25% if possible, was adopted by a narrow margin. Several other amendments were rejected.

Under the measure, now before the Senate, the Interstate Commerce Commission, Federal Trade Commission and Securities & Exchange Commission are exempt. Should the President decide to reorganize the FCC, Civil Service Commission, U. S. Tariff Commission, Veterans Administration or Federal Deposit Insurance Corp., he must submit separate plans on each.

TWO CHICAGO RADIO MAKERS EXPANDING

CONSTRUCTION on two new factories by Chicago radio manufacturers was begun last week, with cost estimated at $1,300,000.

Majestic Radio and Television Corp., Chicago, is building its plant on a 69-acre site near Elgin, at a cost of $600,000, to manufacture radio receivers, phono-recorders and allied products of radio and electronics, according to E. A. Tracey, president.

The Sentinal Radio Corp., Chicago, began construction of its $700,000 plant in Evanston on Tuesday. Ernest Alschuler, Sentinal president, said production of more than 3,000 sets per day would be possible on a single shift schedule when the factory is completed.

PAUL E. NEWMAN CO. NEW COAST AGENCY

PAUL E. NEWMAN Co., a new West Coast agency, has been organized with three New York advertising men in key positions. Paul E. Newman is president; Robert E. Shaw, vice-president and art director, and John G. Schneider, vice-president and copy chief. Mr. Shaw and Mr. Schneider are also directors of the corporation.

The company has its offices at 639 South Spring Street, atop the Stock Exchange office building, Los Angeles.

Mr. Newman's career in advertising includes 18 years with Erwin, Wasey & Co., New York, of which he was a vice-president and one of three executive partners, and three years with Newell-Emmett Co., New York. At Erwin, Wasey he was closely associated with the late Obie Winters.

Mr. Shaw, a former Californian, went East in 1939 to join the Winters-Newman team at Erwin, Wasey, where he was an art director. Later he moved to Young & Rubicam Inc. as art director and then art supervisor on several top national accounts. He is a former advertising manager of Phelps-Terkel, Los Angeles, and art director of Production Service Studios there.

Mr. Schneider worked on copy desks of Newell-Emmett Co. and Doherty, Clifford & Shenfield Inc.

Successful **IDEAS**
are always at a
PREMIUM

. . and the Robbins Company has an outstanding reputation for producing ideas that result in resoundingly successful premium promotions.

Before the war Robbins had engineered promotion plans for many of America's largest users of premiums . . . based on long years of knowing *what* will succeed and knowing *how* to make them succeed!

Today the ingenuity and skill of Robbins craftsmen are serving the government's needs for military emblems —to the extent that Robbins is the country's largest manufacturer of distinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We will be glad to discuss your postwar requirements with you *now*. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS

CBC Report Shows Operating Deficit; Commercial Business Up From Year Ago

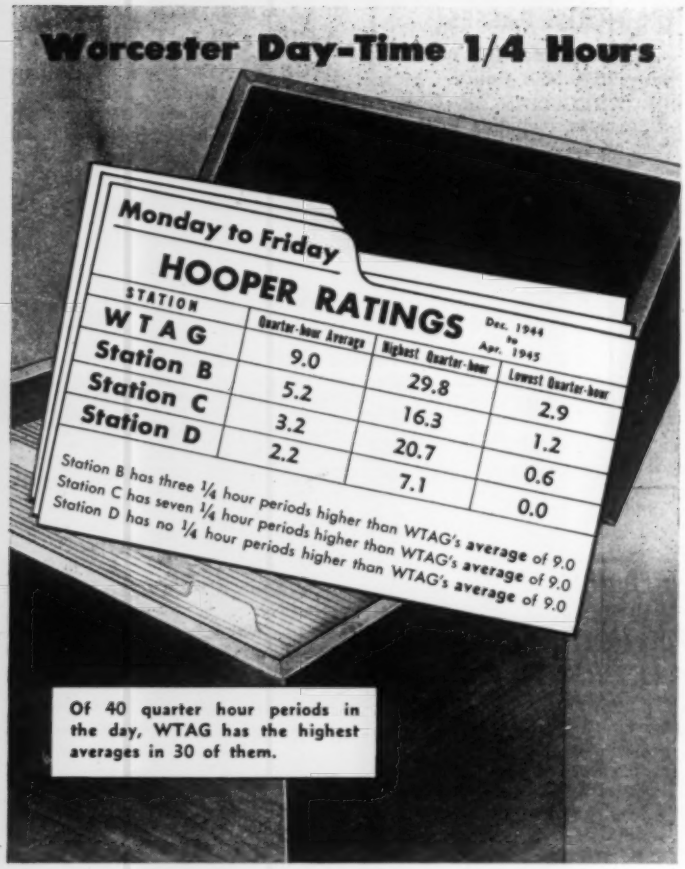
A NET operating deficit of $72,747 for the fiscal year ending March 31, 1945, is shown in the annual report of the Canadian Broadcasting Corp., tabled in the House of Commons, Ottawa, Oct. 2. Operating surplus before deducting allowance for depreciation and obsolescence amounted to $154,911, depreciation allowances being 2½% on buildings and 10% on equipment.

Revenue of the CBC was $5,498,397, up from $5,232,041 in the previous year. Revenue consisted of $3,783,452 from listener annual license fees of $2.50, a slight drop from the 1944 amount due to wartime shortages for replacement of worn-out receivers; $1,639,159 from commercial broadcasting, an increase from $1,421,906 in 1944; and $75,785 from miscellaneous sources, up from $22,248 in 1944.

During the year fixed assets were increased by $255,000 with $100,000 being taken out of working capital which was reduced to $1,035,000, the balance of the expenditures coming out of current revenue. Expenditure for the shortwave establishment at Sackville for the Canadian government was $1,039,000, and operation of the shortwave service cost $190,000 for the year.

CBC staff increased during the year from 815 to 920. During the year 54,962 programs, representing 16,647 hours of broadcasting, were broadcast on the CBC networks, with 80.4% sustaining and 19.6% commercial. Eighty-five per cent of sustaining programs were CBC originations, 8.9% were U. S. exchange programs, and 6.1% from the BBC.

Introduction during the year of a second transcontinental network, the Dominion network, added greatly to CBC network mileage, which increased from 9,078 for the Trans-Canada and French networks to 13,594 network miles with addition of Dominion network.


Worcester Day-Time 1/4 Hours
Monday to Friday
HOOPER RATINGS
Dec. 1944 to Apr. 1945
STATION | Quarter-hour Average | Highest Quarter-hour | Lowest Quarter-hour
WTAG | 9.0 | 29.8 | 2.9
Station B | 5.2 | 16.3 | 1.2
Station C | 3.2 | 20.7 | 0.6
Station D | 2.2 | 7.1 | 0.0
Station B has three 1/4 hour periods higher than WTAG's average of 9.0
Station C has seven 1/4 hour periods higher than WTAG's average of 9.0
Station D has no 1/4 hour periods higher than WTAG's average of 9.0
Of 40 quarter hour periods in the day, WTAG has the highest averages in 30 of them.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER BASIC CBS 580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

UNIVERSAL RESEARCH LABORATORIES

(A Division of Universal Broadcasting Company)

Radio Engineering Consultants

ANNOUNCE THE OPENING OF THEIR OFFICES

NOVEMBER 1, 1945

UNDER THE DIRECTION OF

ROYAL V. HOWARD

DOUGLAS 5380 — 1 NOB HILL CIRCLE (At Pine & Mason Sts.) — SAN FRANCISCO

Hedges

(*Continued from page 10*)

ammunition, and men, to do the immediate job in hand.

2. England is on the road to recovery and they are willing to keep on toiling and sweating to achieve the peace time economy, but they are determined to use the power of the government to keep people at work and out of breadlines.

3. France has been bereft of most of its managerial strata and hence has no spirit to get going and very little know-how as to what to do to achieve recovery.

4. The American 8th Air Force did a magnificent job and hence played one of the most important roles of any unit in bringing victory to Europe.

Tribute to 8th

5. The RAF Bomber Command can claim many laurels for bravery and for accomplishment, but my impression was that they were more wasteful of their brave men than the 8th was because the 8th believed implicitly in having live heroes to do a job again and again.

6. The BBC will continue to provide the kind of service which it believes good for the British listener, who may not be quite as complacent in his acceptance of BBC's offerings because of the experience listeners have had with American produced programs during the war.

7. The BBC looks upon its overseas and North American services as essential instruments in continuing the influence of Britain as an empire.

8. The American Forces Network in the ETO and the Allied Expeditionary Station in the MTO have done a great job in providing information, education, and entertainment to the American troops and, as a result, American soldiers will return to civilian life with their taste for American radio unchanged.

9. It has done American radio a tremendous amount of good to have such emissaries as Bob Hope, Jack Benny, Amos and Andy, Information Please, Bing Crosby, and all the other fine people who have gone overseas to bring them both entertainment and a renewed contact with real American life.

10. The whole Army from the top down is radio-minded.

11. So long as the United States has a foothold in Europe, it is important that all Europe be kept informed of the American point of view. Shortwave can do that only partially and, therefore, it would be highly desirable for the U. S. Army Information Control Division to keep control of the operations of Radio Luxembourg.

Cities Devastated

12. Poor London took a terrible pasting in the blitz and later from the V-1 buzz bombs and from the devilish V-2 bombs, but it is consoling to know that there was retribution for those who perpetrated the attack. The devastation at Hamburg, Berlin, and Frankfurt was infinitely greater than that in any part of England. In spite of one's grim satisfaction in retribution, Berlin is a very depressing city.

13. Lt. Gen. Lucius Clay is the right kind of a hard-boiled soldier to make the Germans know we mean business and the Russians to appreciate our viewpoint.

14. The Festival of Music at Salzburg seems more the mood of the people than war. The Austrians act more like liberated people than recent enemies.

15. Hitler's chalet at Berchtesgaden and the Eagle's Nest on top of a nearby peak, both set in a scene of great beauty, should have made the little rat humble instead of so vainglorious. It was pleasant to see what a satisfactory job was done by our bombers at Berchtesgaden.

16. In the midst of terrific bomb destruction, the great I G Farben building stands at Frankfurt unscathed. It could be that someone knew Gen. Eisenhower would need such a large building for headquarters.

17. UNRRA is doing a fine job with displaced persons, particularly because it is helping the DP's to help themselves.

18. Gen. Eisenhower will make a great Chief of Staff but thank God that Gen. George Marshall, as the Chief of Staff, had the wisdom to pick an Eisenhower to lead the American forces and the Allied Armies.

Healthy Germany

19. The Germans look very healthy now, as should be expected, because they stole their health from all the rest of Europe and during the war enjoyed a very high standard of living knowing no manpower shortage because of the 6,000,000 to 7,000,000 slave laborers.

20. I am still wondering why PRO established a station at Weisbaden. It is like trying to cover Washington from Pittsburgh while the real story is still in another city. The real story in Europe for a long time to come will be in Berlin, because that is where the great powers come to a juncture and, therefore, what is done in Berlin will have much to do with the peace of the world.

21. GI Heaven is on the Riviera.

22. Radio Monte Carlo may become one of the most important stations in Europe.

23. The Army is busy corraling all of Germany's foreign exchange assets. A good example of this operation was seen at the Reichsbank in Frankfurt where much of the Nazi loot has been concentrated.

24. Military justice is administered by the military governments with the most elaborate manifestation of fairness—perhaps far beyond the comprehension of the accused.

25. The Battle of the Bulge is something which Americans should remember because it shows that

we, too, can take a licking when we are off guard and we should never get off guard in the future.

26. The Germans know they are beaten but refuse to accept the responsibility as a people for having started this war.

27. Rome will probably not be a very fertile source for news for a long time to come.

28. Pope Pius XII has a very keen comprehension, not only of American broadcasting, but likewise of the power and influence of broadcasting as a medium of mass communication.

29. Europe has been bled white. Unless there is aid from America, it can never be restored to usefulness, not only to its own people but to the world at large.

30. American broadcasting is still and will long continue to be, the finest broadcasting in the world.

Production Men Needed in Video

Ruthrauff & Ryan Producer Sees Big Opportunities

NOW is the time to dig into the science of television because tomorrow—even if it's five years away—stations will be looking for production men with ideas for television programming. That's the opinion of Norman Hayne, producer of *Smoke Dreams*, *Those Websters* and several other Ruthrauff & Ryan shows in Chicago.

"When television production catches up with technical advances the industry is going to be crying for men with ideas. The man who has had radio experience and found time to work with little theater groups, or studied television from a technical and a studio production viewpoint is going to go places."

A production man in television, he believes, is going to be even more important than he is today.

"Everything will depend on his ability to work out the 'bugs' in rehearsal because once the cameras start turning you're on to the end. Even motion picture directors who can always cut a scene are going to find television an entirely different approach.

"I personally believe that men in radio, and particularly those who have worked with all types of programs, are going to find it easy to switch over to television," Mr. Hayne said.

Seek FM

WCBI Columbus and WELO Tupelo, Miss., owned by Maj. Birney Imes Jr., have filed applications with the FCC for new FM stations, outlets announced last week. FM application also has been filed for proposed new Maj. Imes station in Meridian, Miss. WROX Clarksdale, Miss., owned by Birney Imes Sr., is also new FM applicant. WCBI is adding new offices, studios and control room in Gilmer Hotel in expansion program.

Shows to Canada

FIRST U. S. network programs to enter Canada since CKEY Toronto was given right by CBS to seek NBC, American and MBS network business [BROADCASTING, Sept. 24] started early this month. American net program for Pharmacraft (Fresh deodorant), *Counterspy*, started Oct. 3, 10-10:30 p. m., on CKEY, through Young & Rubicam, Toronto; **Guy Lombardo and orchestra** started on CKEY Oct. 2, 9-9:30 p. m., for Larus & Bro. Co. (Edgeworth Tobacco), through Warwick & Legler, New York. Jack Cooke, owner of CKEY, expects to have a number of other U. S. net programs aired in Canada for first time under new set-up.

NBC TV Classes

NORAN E. KERSTA, manager of NBC television department, on Oct. 3 opened the second season of the joint NBC-Columbia U. extension division course on "Television Production Problems". Members of NBC television department will give 15 lectures on production problems during the course.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
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Decatur 1234

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Munsey Bldg. • District 8215
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Frank H. McIntosh
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MAY, BOND & ROTHROCK
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Garo W Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1108 16th Street N. W. Suite 405
Washington, D. C. MEtropolitan 3604

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

EQUIPMENT ENGINEERING CO
Consulting Radio Engineers
1438 Main Street
Columbia, S. C.

Advertising Deadline
for 1946 YEARBOOK
DEC. 1, 1945

BUY VICTORY
BONDS!

AVAILABLE

Man Experienced In Production & Public Service

Four years background in local and network Production with major network affiliated stations. Directed all types programs—Drama, Musical, Audience Participation, Public Service. Used to responsibility of working with others. Location secondary importance to opportunity that will permit application of ability and experience. Age 25—single—sober and dependable. Best references and details of experience and capacity by writing

BOX 274
BROADCASTING

Here is a Permanent Position

FOR AN EXPERIENCED COMMUNICATIONS MAN

You may be interested in this permanent position with a long established, progressive Radio school. To qualify, you should be a college graduate with engineering and operating experience in Radio communications. Experience teaching Radio subjects will be an advantage—and experience in writing instruction manuals clearly, interestingly is essential. Get in touch with us now. Let's see if we can come to a mutual understanding so you can start with us the day you are available. Tell us all about yourself—your education and experience—your ambitions—your salary requirements. We will hold your letter in strict confidence. Write Box 252 BROADCASTING.

AVAILABLE

Successful Radio & Advertising Man

Background includes ten years experience in national agency, representative and station field. Excellent record in selling and management. Have run stations in east and middlewest. Desire managerial position in progressive station. 35, married, two boys. Best references from all phases of radio.

BOX 188
BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

WSGN, Birmingham, has announcer job open. Salary and talent fees. Send complete references and transcription immediately to Henry Johnston.

Wanted—Licensed operator. Must be experienced and steady. Send your qualifications, education, recommendations and any small recent photograph. Network station in Great Lakes area. Box 182, BROADCASTING.

Wanted—Experienced studio control man in network station east of Chicago. Send your qualifications, education and photo in first letter. Box 183, BROADCASTING.

Whatever became of those good dependable announcers? The steady, reliable kind that you could count on. We offer steady employment, compatible surroundings, and good salary. Send transcription, references, photo with application. Write Box 193, BROADCASTING.

Continuity writer-experienced. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Announcer—Wanted by progressive station in large southern city. Immediate opening for experienced man. 40 hour work week, starting salary $45.00 per week. Permanent job. Box 259, BROADCASTING.

Announcers—Experienced in commercial record shows and special events. State complete experience and enclose photo in first letter. Box Shack, KFBC, Cheyenne, Wyoming.

Can use one or two extra announcers, also good continuity writer for spots and some scripts. Announcers must have personality voice and be salesmen on the air. WOLS, Florence, S. C.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Georgia Station Needs Announcer—Capable doing bang-up job of man-on-street and other personality type shows. Excellent opportunity to affiliate with progressive network station. State experience, salary expected, etc. Box 268, BROADCASTING.

Need experienced newsman to write, rewrite and present own news copy on air. Rush transcription then write background details to Dow Mooney, News Editor, WKY, Oklahoma City.

First Class Operator Wanted—Good wages, hours, steady work. Make written application to KGEZ, Kalispell, Montana.

Chief Engineer—Capable construction FM station, have knowledge laboratory test equipment, development work, and construction installation maintenance high frequency equipment. WIBU, Poynette, Wisconsin, $55.00 week.

Wanted—Combination Announcer-Operator, permanent position, adequate salary. Give full particulars, photo, etc. KDFN, Casper, Wyoming.

Topnotch announcer—$60.00 base 40 hours. Send complete details, copy of references, transcription immediately. Box 152, BROADCASTING.

Situations Wanted

Radio executive will sever present excellent connection with national network to manage your station. Unusually well-rounded and carefully-planned background in all phases of radio with experience in local 250 watt, metropolitan 50,000 kw and national networks. Excellent record and references. Replies held in confidence. Box 225, BROADCASTING.

Girl, 21, now working as program director-copywriter, desires any position radio television. Some announcing-engineering. Third class ticket. Some television training. little experience children's programs. College grad. Box 197, BROADCASTING.

Capable local station manager in southern market of 60,000 desires change. Alert, promotion minded, good character, can make your station pay. 35 years old. Have been in present job six years. Wants long time arrangement. Married, two children. Available immediately Box 215, BROADCASTING.

Sports announcer, 10 years experience U. S. Canada, now chief sports and special events announcer American Forces Network in Europe, covering events in France, England, Germany. Expects early discharge. Seeks permanent position with progressive station. Box 228, BROADCASTING.

Chief engineer, 38, single, 23 years in radio, power and comunications, sober, efficient, not just another platter spinner, or slide rule dreamer, wishes employment, permanent if possible, but where good basic electrical workmanship and maintenance is appreciated. I prefer remote transmitter operation if possible, where living quarters are available. Currently employed, chief engineer 250 watt RCA station. Available October 15th. Write Wallace V. Rockefeller, Wood River, Nebraska.

Veteran awaiting discharge. Three years radio. Announcer, program director. 1st license. Desire announcing, PD with definite opportunity for advancement. Prefer east coast, Great Lakes area. Minimum. William T. Arrington, 1303 Locust St., Commerce, Texas.

Engineer-producer—Five years in broadcasting including 1½ years government broadcasting service overseas add up to most rounded experience from highly technical operations to topflight dramatic production tasks. First class phone license, married, top references. Want connection with forward looking broadcasting organization. Box 233, BROADCASTING.

Television Engineer—Experienced supervisor of design, installation and operation seeks responsibility for engineering department of television broadcasting organization. Box 270, BROADCASTING.

Executive engineer desires position as chief engineer of large station planning FM and/or television expansion. Assume full responsibility. Young and aggresive. yet well-settled family man. Well known with established engineering record. Past experience includes every phase of broadcast engineering, all classes of stations, 1 to 50 kw, major network, operation, construction, laboratory design, college instruction, Radar development. Salary requirement $3750 to $7500 per year dependent on location and position. Job details before interview. Box 227, BROADCASTING.

Station manager—19 years broadcast experience, proven results independent and network promotion, sales, production, engineering. Will invest. Box 224, BROADCASTING.

ATTENTION SERVICEMEN!

To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

Radio Construction Men

Radio men who are interested in building radio broadcasting equipment can avail themselves at this time of excellent post-war positions. Must be able to read schematics and do neat wiring but engineering skill not mandatory. Good wages in attractive middle-western city. Wire, phone or write.

Gates Radio Company
Quincy, Illinois
Phone 522

"Oh, how I hate to get up in the morning!"

. . . Oh, how I hate to get out of bed!

Nevertheless, I've been getting up at the break of dawn for a few years and I'm getting to like it.

Perhaps you need a good morning man who doesn't mind doubling on news and straight announcing? I'd prefer a small station with enough remuneration to make me civic minded.

I'll be available October 15.

BOX 250, BROADCASTING

Available
DECEMBER 1

General manager for network affiliate in southwestern city over 100,000. Eight year record consecutive overall increase station business immediate pre-war years, 15 to 45%. Entered Army as private, released as major. Married. Age 38. Can supply key men for staff. Opportunity for $10,000 per year, or better, required—basic salary and scale to performance.

BOX 261, BROADCASTING

Situations Wanted (Cont'd)

Announcer—Easy talking, easy going, dependable sort of a soul. Three years experience, slightly worn college degree. Can write, direct and produce. Box 273, BROADCASTING.

OPPORTUNITY! Want to head news and/or announcing department progressive eastern or southeastern radio station. Prerequisites: small town or miniature metropolis; absolute job security; substantial salary; pleasant working conditions. Offer: Excellent background newspaper, radio news, announcing, network special events, writing; excellent references; steady; youthful approach. Now employed major network known for latter. Objective: Lifetime in miniature metropolitan locale. Two weeks notice. Box 272, BROADCASTING.

Veteran with one year's training at Columbia Radio College, covering all phases of radio technique desires an announcer's position with progressive station. Age 28, married and one child. Robert L. Armstrong, 6242 South Bishop Street, Chicago 36, Illinois.

Writer-Producer—Returned from the wars and now employed by 50,000 watter looking for opportunities in the Latin Americas. Box 276, BROADCASTING.

Chief Engineer Available—Prefer West-Southwest. FM-Television experience. Box 275, BROADCASTING.

Experience saves! We handle that station you have in mind from commencement of application to completion of operation after you are "on the air". All or any part of it. Savings on application, construction and operation is our specialty. Our experience is saving money for others—let us save money for you. Box 132, BROADCASTING.

Situations Wanted (Cont'd)

Young, recently discharged army officer, news scripter for NBC college graduate, wants back into newsroom of Eastern shortwave outlet or large local station. Thomas B. Mechling, 281 So. Ogden St., Denver 9, Colorado.

Engineer—29 years old. Veteran. Experience station operation. Some consulting. Desires connection with progressive station as chief or with good opportunity for advancement. Ira Kealy, 25 Carlton Road, Hillsdale, Michigan.

Veteran awaiting November discharge— Desires permanent position as combination announcer-program director or assistant. Age 26. Single. Prefer progressive 250 watter midwest or southern city less than 80,000. $280 monthly. Experience as combination operator-announcer, assistant program director, all phases announcing. First phone license. Three years Navy Radar experience. Did many service shows including AFRS overseas and public relations. Box 246, BROADCASTING.

Experienced announcer, newscaster, honorably discharged Navy veteran. 50 kw Navy transmitter man. Excellent background. Restricted license. New York or New England area. Available immediately. Henry Lazarski, 1103 W. Belden Ave., Syracuse 4, N. Y.

Announcer-writer—Veteran, married, 3 years experience progressive stations with large quota organizations. 3 years, army show business. Have written, acted commercially. Specialty, morning shows, desires northern, progressive affiliation. Preston L. Taplin, 12 McKinley Avenue, Endicott, N. Y.

Will soon be available as station manager or asistant manager or other good broadcasting position. Announcing, producing, script writing, public relations experience. Dance orchestra and classical music background. University graduate. Four years Army Technical Communications assignments. 2nd class phone license. Expect immediate return from Pacific and discharge. Age 26. Please address replies to home: Major Milton Frank, Jr., 3740 Fillmore St., San Francisco, Calif.

Radio Time Salesman—Experience: Two years selling radio time; four years selling newspaper space. University education. Veteran World War II. New York City area preferred. Gavin O'Rourke, 105 E. 38th Street, New York, N. Y.

Announcer-Newswriter. Navy veteran, 26, married, eight years experience 5 and 50 KW stations can fill program director berth, write continuity. Familiar all phases broadcasting. Desire permanent connection with a future. Box 262, BROADCASTING.

Twelve years experience—announcer-engineer. First class ticket. Have been out of navy ten weeks. Wish to settle permanently in good location with good station. Married, 3 children. Box 263, BROADCASTING.

Program Director — Desires change. Plenty of sound experience, handling personnel and building local shows. Married. Looking for permanent position with progressive station. Box 264, BROADCASTING.

Salesman-Assistant Manager — Wants single or combination position. Six years radio as program director, salesman, assistant manager. Family man. Want permanent job with livewire station. Box 265, BROADCASTING.

Radio Commercial Writer Available—Top agency experience. Free lance or full time. Box 266, BROADCASTING.

Radio Writer—Commercials, continuity, scripts. Top agency experience. Full time or free lance. Box 267, BROADCASTING.

Available—Agricultural program leader-news analyst. Experienced in individual station and network operation, sustaining and commercial. Box 269, BROADCASTING.

Veteran—Signal Corps radio and message center, speaks French, Dartmouth graduate, sports writer, concert xylophonist, talent scout, program director, seeks position New York or Boston. Age 29, unmarried. Edward A. Mulliken, Elm Street, Kingston, Mass.

Experienced Control Operator of 5 years. Familiar with all phases of control and maintenance work desires permanent location in midwest. Have wife and child. State your offer in first letter. Box 277, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, commentator. Five years' experience spot announcements, local shows. Discharge from WAC October 1st. Desire connection station or agency San Francisco area. College background. Mary Fenton, 459 Turk St., San Francisco, Calif.

Announcer-newscaster — AAF officer awaiting discharge. 20 years experience all phases radio including station management, production, news-editing and writing. Network caliber. 38, married two children. Lt. James C. Taillon, Hq. POATSC, 1950 Broadway, Oakland 4, Calif.

Experienced announcer desires N.Y.C. station connection, does sports, news, ad lib. Available interview. Box 253, BROADCASTING.

Position wanted—Chief engineer, 13½ years experience in broadcast; 4 years as chief of 250 watt bc station. 3½ years as chief of ultra hi police station. AM and FM experience. Age 34, married, now employed but desire change. Box 255, BROADCASTING.

First Class license, musically educated know technical repair, standard living required in salary, you name the job I'll do it. No quarter asked. No fly by nights considered, must be permanent. Box 256, BROADCASTING.

Veteran waiting November discharge desires position progressive metropolitan station midwest. Three years Navy Radar experience. First phone license. Age 32. Married. Desire developmental AM, FM or TV. Box 257, BROADCASTING.

Salesman—Twenty five years old, unmarried, excellent educational, social and business background, experience gained at network affiliates, seeks permanent position with opporunity for advancement. Box 258, BROADCASTING.

Naval officer, 10 years successful radio promotion, sales, publicity; direct mail, trade paper advertising, mfgr. and agency. Available Nov. 15. Qualified take charge promotion, public relations dept. Address Box 260, BROADCASTING.

News writer—newscaster. Does your station need an experienced news writer? Here is your dream come true. Will accept out of town, prefer N. Y. or N. J. station. Stanley Cohen, 1730 Andrews Ave., Bronx 53, N. Y.

Transmitter Engineer—Desires supervisory or assistant position. Fifteen years radio broadcasting. First class telephone first class telegraph licenses. Experience covers supervision operation and maintenance transmitters 500 watts to 50 kw, directive antenna systems, speech input, one kw FM, facsimile, relay short wave transmitters. Box 278, BROADCASTING.

Announcer: 24, married, discharged. Excellent for clock or hillbilly news. Commercials and ad lib. Experienced on controls and at present in south. Reply BROADCASTING MAGAZINE, Box, 279.

General Manager—Young man with five years experience in all parts of broadcasting, including selling, wants job as Manager in 250 watt station. Best of references, and a hard worker. Box 280, BROADCASTING.

For Sale

For sale—1 kw Western Electric D-87737 Transmitter converted to make it similar to 6-B. Box 238, BROADCASTING.

Two allied tables, Van Epps cutting heads perfect. First $1000 buys. Henry Goldsmith Agency, 123 West 57th St., New York 19.

250 watt transmitter. Never used. Complete FCC data. Boxed for immediate shipment. $2,000.00. Box 254, BROADCASTING.

Wanted to Buy

Wanted—500 or 1000 watt standard transmitter immediately. 300 foot self-supporting towers. List other available material. Box 242, BROADCASTING.

Miscellaneous

Paris, France—Suitable for broadcasting station. Large duplex audience studio with four room apartment in modern building. One of the highest, most desirable locations. Will sell, lease or organize. Submit proposition direct to owner in full confidence. John Heath, 930 16th St., N. W., Washington 6, D. C.

Announcer's, writer's, emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

Petrillo

(Continued from page 17)

but had tried for about three months to negotiate an agreement "purely to avoid a national strike and for reasons of public interest" and had agreed to "every local demand including a 140 percent increase in total musicians' pay over what our original four staff musicians received."

Then, he said, the local insisted that the pay be retroactive to July 1 and this demand was rejected.

In Chattanooga, R. G. Patterson, general manager of WAPO, NBC station, declined to discuss the status of the station's union relations "because negotiations are in progress" but said he hoped an agreement would be reached within a few days. The contract expired Aug. 11.

Differences between Chattanooga's CBS affiliate, WDOD, and Local 80, according to WDOD General Manager Earl W. Winger, resulted in the local appealing to the Regional War Labor Board in Atlanta when negotiations broke down following the expiration of contract April 1. Mr. Winger said the Regional Board referred the case to WLB in Washington. WLB said the case was received in Washington Oct. 1 for further study and action.

Mr. Winger said the union asked for $17,000 for musicians in the new contract, compared to $12,200 in the old agreement. The station formerly employed seven musicians. Mr. Winger said the station offered to hire "three or four as a show of good faith" although it did not need a staff band.

Columbus, Ga., is another city in which the AFM local union and the management of a station, in this case the CBS outlet, WRBL, have failed to reach an agreement on terms of employment of musicians.

No Comment From Petrillo

Mr. Petrillo has been unavailable to the press for comment on the situation and the staff at his New York headquarters express complete ignorance of the whole affair, referring all inquiries to NBC.

General belief in broadcasting circles is that despite local disputes, the union's real motive in pulling its men from the NBC programs was to express displeasure at contracts signed Sept. 28 by NBC and American with NABET, giving the independent engineers' union control over the handling of transcriptions and phonograph records. Mr. Petrillo has long sought this work for his members.

He had threatened NBC and American with a series of wildcat strikes should they sign such a contract. The fact that NABET had secured a court order compelling the nets to do so is believed to have no effect on Mr. Petrillo's decision to make good his threats.

This belief is strengthened by occurrence of the first withdrawal of musicians from NBC only two days after the NABET contract was signed. His failure to take similar action against American is believed to be because at the moment none of this network's affiliates is engaged in controversy with an AFM local and that to act without other provocation would make the union liable for penalty for defying a court order.

It is generally thought, however, that before long the union will find some excuse for ordering its members not to appear on one or more programs on American. After news of the Fitch attack became known Sunday, American executives spent an uneasy day for fear the union at the last moment would cancel the first broadcast of the *Ford Sunday Evening* series which was going on the net that night.

Petrillo's Medicine

PRESIDENT JAMES CAESAR PETRILLO of the American Federation of Musicians, who knows all about the inside of strikes, learned about the other side when the elevator operators staged their walkout in New York. Earl Wilson, writing in the *New York Post*, said he found Mr. Petrillo "growling good-naturedly into his beer." He quoted the AFM czar as saying: "I got caught in my offices on the 34th floor and had to walk down. It's hard on an old man like me. When I got down to the 10th floor I was tired out, and by the time I got to the bottom I was saying, 'The gahdamn unions! They'll ruin this country!'"

AAAA CONTINUES SUPPORT OF WAC

AMERICAN ASSN. of Advertising Agencies will continue its support of the War Advertising Council into the postwar era, the AAAA stated last week. Announcement followed a board meeting at which it was voted to underwrite the entire share of advertising agencies in the Council's financing for its fiscal year beginning March 1, 1946. Similar action has been taken by the National Publishers Assn., magazine publishers organization.

NAB board at its August meeting voted to contribute $4,527.36 to WAC in 1946, its share of about $30,000 contributed by the industry. Networks provide the rest of the sum.

Foulds Milling Spots

FOULDS MILLING Co., Libertyville, Ill. Oct. 31 begins sponsorship of approximately 10 spots weekly on WCSH Portland, Me. and WLBZ Bangor, in addition to spot campaign started last month on WJJD Chicago and WRNL Richmond. Contract 26 weeks placed by Campbell Ewald, Chicago.

At Deadline...

MILES SIGNS 'QUEEN'; MAY SHARE WITH P&G

MUTUAL last week concluded negotiations with Miles Labs., which on Oct. 29 will begin sponsoring *Queen for a Day* to advertise Alka-Seltzer. After the first of the year program may be sponsored alternately by Miles and Procter & Gamble Co., if conversations to be held by the companies and their agencies this week succeed in ironing out difficulties. If not, program will continue under Miles exclusive sponsorship. Series which started on Mutual in spring as sustainer is broadcast Monday through Friday 2:30-3 p.m.

FCC BOXSCORE: 557 FM, 312 AM, 132 TV

COUNT on applications for new stations filed with the FCC as BROADCASTING went to press late Friday was 1,001, of which 557 are for FM, 312 for AM, and 132 for television. An additional 175 are for changes in facilities. Broadcast section of the License Division reported applications "coming in by the yard" to get in under the 60-day period provided by the Aug. 7 policy for filing new and bringing pending cases up to date. Included in Friday report were requests by Yankee Network for FM stations in Boston, Bridgeport and Providence and by E. D. Rivers for FM facility in Valdosta, Ga.

NEALE ADVANCED WITH DFS

MEDIA OPERATIONS of Dancer-Fitzgerald-Sample, Chicago, in both print and radio fields, heretofore handled separately, now headed by James Neale, radio media director of agency. Jack Snodgrass and Paul Xlavin continue in direction of print media. Gene Fromherz and Les Schroeder remain under Mr. Neale in radio dept. Fred Klein, timebuyer for General Mills and American Home Products before latter account was moved to New York, will advance to assistant account executive of Procter & Gamble, a new post. His successor has not been chosen. Mr. Neale joined DFS about five years ago from NBC, Chicago. Mr. Klein, formerly with American Broadcasting and NBC, Chicago, has been with agency two years.

NEGOTIATIONS DELAYED

INFORMAL conferences of the CBS white collar workers with the three unions—United Office & Professional Workers of America (CIO), the International Brotherhood of Electrical Workers (AFL) and the International Alliance of Theatrical & Stage Employees (AFL) as to which will represent them, have been suspended until the formal hearings scheduled in two or three weeks are held before the National Labor Relations Board.

FIVE NETS CARRY NIMITZ ADDRESS

ADMR. CHESTER W. NIMITZ' address before the joint session of Congress on Friday, 12:30 p.m. was carried by NBC, CBS, American, Mutual and Associated on coast-to-coast hook-ups.

NBC's Bob McCormick broadcast an eyewitness of the parade from a mobile unit operating along the parade route, with Don Fisher handling the Congressional broadcast. Morgan Beatty covered the ceremonies at 1:50.

American put Baukhage on the air 1-1:15 from the House Radio Gallery. Covering the parade for American were: Harold Stepler, Tony Howard, Norman Wess, Bryson Rash, James Gibbons (in mobile transmitter unit), and Lee Dayton. Martin Agronsky went on from the House Office Building.

Associated carried the ceremonies from 12:15 to 3:30, and 15 minutes of the Nimitz Dinner at 10:30 p.m. Reporting for the network were: Jim McGrath, Ian Ross MacFarlane, Jack Ridge, Mike Hunnicutt, Tony Wakeman, Philip Roll, Norman Reed, Jack Lowe, and Mark Austed.

TRUMAN CITES McGRADY

PRESIDENT TRUMAN Thursday presented the Medal for Merit to Edward F. McGrady, RCA vice-president in charge of labor relations and a director, who was loaned by RCA to the Secretary of War as consultant and advisor on labor problems. Citation lauded Mr. McGrady's services to the War Dept., including "strengthening the bond of cooperation between organized labor and the Army, in settling and avoiding a large number of labor disputes that impeded, or threatened to impede the production of war materials; in promoting the maximum effort on the part of labor leaders and the rank and file of American labor in support of the war effort."

CLUB TO BE FIVE-WEEKLY

FOLLOWING the broadcast of Oct. 27 the *Breakfast Club*, 9-10 a.m. Monday through Saturday on American, will drop Saturday broadcast. Move is in accordance with agreement reached among Don McNeill, m.c. of program, network and sponsors, Swift & Co., for 9:30-9:45 segment and Philco Corp. for 9:45-10 period. First half-hour is sustaining.

VETS ASK FCC DELAY

PROTESTING recent FCC announcement FM channels will not be reserved for servicemen, American Veterans Committee urged Commission to withhold for at least six months majority of choice frequencies to enable men still in uniform and community groups preoccupied with war services to compete for licenses.

ELGIN HOLIDAYS

FOR FOURTH successive year Elgin National Watch Co., Elgin, Ill., will sponsor two-hour holiday shows on Thanksgiving and Christmas, from 4-6 p.m. on CBS. Don Ameche will again be m.c. of both programs. Edgar Bergen and Charlie McCarthy, Garry Moore and Jimmie Durante, Cass Daley and Frances Langford lined up for Thanksgiving. Agency, J. Walter Thompson Co., Chicago.

Closed Circuit

(Continued from page 4)

plicant, with Mr. Reinsch president and Mr. McIntosh secretary-treasurer.

REMEMBER Charles A. Siepmann, the ex-BBC program expert, who conducted hush-hush internal investigations at FCC [BROADCASTING, July 2]? Prominent Canadian broadcasters are still curious about his secrecy shrouded visits to government radio offices in Toronto during period of his FCC activity.

People

FRANK BARTON, formerly with Biow Adv., New York, has joined Benton & Bowles, New York, as manager of the radio department succeeding Charles F. Gannon, named public relations director and v-p. Walter Craig remains radio v-p.

DR. AUGUSTIN FRIGON, general manager of Canadian Broadcasting Corp., named a member of committee to direct Canadian Information Service, successor to Canadian Wartime Information Board.

MARTIN HOADE has returned to NBC New York as a news editor after three years with the 15th Air Force. He was a first lieutenant, flew 53 missions as a bombardier and received the Air Medal with three Oak Leaf Clusters.

CHARLIE GOODMAN of Chicago sales dept., Mutual Midwest operations, appointed head of co-op sales in midwest office by Ade Hult, Mutual v-p in charge of Midwest operations.

MAJOR HOWARD O. PETERSON, released from army as public relations officer, Seventh Service Command, Omaha, has been appointed sales manager of KMA Shenandoah, Ia., Station Manager Owen Saddler announced. Mr. Peterson was formerly with WOW Omaha in research, sales and promotion.

COL. ED. KIRBY, chief of Army's Radio Branch, who will be discharged soon, is en route to Hollywood to close Army's public relations office there. Maj. Bob Pollock, formerly WSB Atlanta, now in charge, shortly will be released.

WINX FM APPROVED

PURCHASE by WINX Broadcasting Co., Washington, D. C., of W3XO, developmental FM station owned by Jansky & Bailey, for $75,000 was approved by FCC. It is first developmental FM station to change hands. WINX is owned by *Washington Post*.

OPPOSES MERGING FMBI

I. A. HIRSCHMANN, vice-president, Metropolitan Television Inc., operator of FM station WABF New York, has written Walter J. Damm, president of FMBI, a letter of "vigorous protest against any design which will aim at the coalescence of FMBI with NAB." (See story page 16).

TO GO WITH FLEET

FIVE NET correspondents will be aboard ships of the Third Fleet as it steams into N. Y. Harbor sometime between the 18th and 22nd. Newsmen were flown to Panama Canal last Saturday to meet the Fleet there. Transmitter-equipped *Missouri* and *Iowa* are part of the group, with facilities at disposal of correspondents. It is also expected wire and film recorders will be on hand. Correspondents are: Fox Case and Gunnar Back, CBS; John McVane, NBC; Jack Reed, Yankee Net; Norman Paige, American.

SBC MEETS OCT. 22-23

NINTH ANNUAL meeting of School Broadcast Conference will be held Oct. 22-23, Morrison Hotel, Chicago. Purpose, according to Chairman George Jennings, acting director, Radio Council, Chicago Board of Education: To allow radio industry and educators to investigate postwar future of educational radio. Speakers: Charles Brewer, BBC; Jess Willard, NAB; Walter J. Damm, FMBI; Frank E. Hill, CBS.

In 1922
a NEW MEDIUM
sold a NEW IDEA
. . . and made history!

In August, 1922, the late Mr. E. A. MacDougall, president of The Queensboro Corporation of New York, "sold" a new idea—the cooperatively-owned apartment building—in a new subdivision, Jackson Heights, Long Island. For $100, he bought 10 minutes of sponsored selling talk for Jackson Heights over WEAF, New York. Thus was born a new medium for selling—Radio—today's greatest molder of public opinion and most effective developer of Sales!

In the DISTRIBUTION DECADE

Advertising Must Again Find New Ways to Sell!

ADVERTISING'S job in the Distribution Decade will be no routine chore. For to avoid disastrous unemployment, we as a nation will now have to consume at least 40% more than in prewar years!

That means the product of industry will have to be moved more quickly, more efficiently and more economically—from manufacturer to consumer. Advertising will have to *make* new markets; "sell" new ideas; speed up consumption! For production itself will be no problem. We will have the manpower, the materials, the machinery and the money to produce beyond anything the world has ever known. But we are going to need *ideas* to put this vast industrial might to work!

Smart, far-seeing advertising men are planning to meet the Distribution Decade challenge—now. Here at the Nation's Station, we are, too. When the time comes, we'll have many interesting facts to give you about the great 4-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION